

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

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10cA COPY

B. A. I. S. 1923 with  
N. W. Ayer & Son



## *"This Little Pig Went to Market"*

THE nursery rhyme infers that two little pigs went to market. One of them cried "wee wee wee" all the way home. Whatever happened to the other has never been disclosed. We'll tell you. His name was Mickelberry and he was a plump, succulent, deliciously flavored sausage. Chicago, made hungry as a wolf by an appetite-teasing advertising campaign, was waiting with a disarming smile. He was last seen going out of a butcher shop. There all trace of him vanished.

Mickelberry's Food Products Company, of Chicago, came to Advertising Headquarters in the summer of 1923. We ran a campaign for them that fall which created a sensation sausagely and advertisingly. We ran another in 1924. This fall we crashed the gate with a series of beautiful full-page rotos. (Pardon our egotism, but they *are* beautiful.) Chicago, where a pig has always been something more than a pig, is not only sausage conscious, but Mickelberry conscious. No wonder the other little pig cried "wee wee wee" all the way home.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





MILLIONS of people are pausing to read the A. Schulte Cigar Stores' advertisements for the same reason that you are reading this—the pictures are *Interrupting*.

Unlike the usual run of institutional advertising, which starts off in a high hat and then talks through it, this series tells an institutional story in a friendly, human, and *Interrupting* way. And the pictures are part of the story.

This notable "Interrupting Idea" series is the work of the Federal Advertising Agency, Inc., 6 East 39th Street, New York City.

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# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXIII

NEW YORK, DECEMBER 3, 1925

No. 10

## How Much Should a National Sales Convention Cost?

Modern Methods of Convention Budgeting Show Where the Money Goes and Why

By Edmonds Woodbridge Maier

[EDITOR'S NOTE: Mr. Maier in this article gives the exact figures of the cost of a carefully conducted 1925 national sales convention, and compares this with the expenses of the same Eastern manufacturer in holding his 1924 sectional sales conferences. For this manufacturer, at least, the comparison ended the necessity for guessing at convention costs, as it showed exactly how both national and sectional sales conferences can be budgeted.]

**WHAT** is the direct cost of a national sales convention? Does it cost more to hold one national sales convention than to hold a series of sectional sales conventions?

These were the questions which a Connecticut manufacturer with sixty traveling representatives and four branch houses decided to answer. By solving these problems, the manufacturer is now able wisely to budget each year's expenses for salesmen's conferences and to know in advance within \$200 of their actual cost.

This company has been established for over eighty years, and during the last forty years has held annually some form of meetings between its field force and its management officials. During the last twenty years it has held each year either a series of sectional sales conventions or a national sales convention. From 1915 until 1919 it held annual national sales conventions.

Without going exhaustively into the doubts and uncertainties which arose in the minds of the manage-

ment as to the wisdom of holding annual national sales conventions, its present policy was decided because of an exhaustive investigation made early in 1920. At that time, it prepared its first dollar-and-cent tabulations of the actual costs of both types of annual gatherings. For the first time it realized what the accompanying figures will emphasize—that the national sales convention's cost is, roughly, double that of a series of sectional sales conventions. This will be proved to be the case by the illustrations taken directly from the accounting records, even though it is also pointed out that in its sectional sales conventions this company goes to the extent of having in attendance at each of its four branch houses its president, vice-president, general manager, sales manager and sales promotion manager.

Strangely enough, the misconception has existed, particularly in the minds of management officials, that the national sales convention is decidedly the more economical, and this false idea has persisted, even in companies which send at most, one of their sales management officials and their sales manager to visit their branch houses, and there conduct sectional sales conferences.

The main items of expense of the national sales conference are classified by this company in two broad divisions:

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#### SALESMEN'S AND BRANCH OFFICERS' EXPENSES

1. Transportation.
2. Meals in transit.
3. Incidentals in transit.
4. Hotel.
5. Meals during convention period.
6. Incidentals during convention period.

The second major division is:

#### CONVENTION EXPENSES

1. Rooms.
2. Decorations.
3. Luncheons.
4. Banquet.
5. Entertainment.
6. Incidentals.

In my investigations to check the figures of this manufacturer, I was deeply impressed with the fact that its scientific treatment of conventions and its budgeting of expenses resulted in decided economies in operation and, at the same time, tremendously increased effectiveness in operation. Because every item of expense was carefully considered by fourteen convention committees, it was inevitable that every possible method of spending money was considered, and from this consideration came the selection of the best, coupled with the effort to secure the best at the lowest rightful price.

For example, in analyzing the expenses of "salesmen and branch officers in transit" of eighteen Western, Mid-western and Eastern manufacturers, it was amazing to find that, omitting the transportation item as one beyond control—since all companies had the same standard of lower berths and Pullman chairs—the average of the eighteen for the other expenses in transit was over double that of the New England manufacturer, even when carefully checked against total number of hours in transit.

It was interesting to record that as a result of these proofs, the eighteen manufacturers have adopted the standard of this New England company.

The treasurer has told me that the company's attention was first called to the unnecessary expense attendant on unsystematic convention holding, and afterward of convention budgeting, by a single flagrant incident.

Prior to the 1920 investigation, the salesmen of each branch office came in a body, and their expenses were lumped and charged against the branch, after being approved by the branch manager. In those days, before the scientific handling of the convention program, the sales force regarded the convention as its annual junket, and, knowing that the expenses were charged against the branch house and not against them individually, they proceeded to start their "vacation" with rivalries as to who could eat the most, or, at least, have the largest meal check in the dining car.

In fact, it was customary for the salesmen to arrive in the branch city a day or two before starting for the convention, and thus charge up a separate set of expenses which were automatically approved by the branch manager, and, because they came through on his daily cash sheets in advance of the convention, were never properly charged against the convention itself.

After its first serious consideration of national and sectional sales conventions as a means of building profits, this company established certain definite rulings which have been only slightly modified and are given in their present form. The salesmen's convention is invariably held in March, because of the seasonal nature of the goods. The salesmen take a month's vacation with full pay in February, but have no vacations during the rest of the year. A careful investigation showed that it was the height of unwise expenditure for these men to come to the branch city and then go to the national headquarters. Consequently, each man is definitely scheduled by the arrangements committee and told on what train he is to leave his home.

If it chances that at any point in his journey another brother traveler is to be on the train, he is acquainted with this fact, as the effort is made, not to keep the men apart, but to make the entire convention as profitable and enjoyable as possible—the enjoyment



**C**USTOMERS in New York may have to ride forty minutes in the subway to reach your dealer, whereas most rural people are within a half hour's pleasant automobile ride of a town of at least 10,000 population.

You may therefore have better distribution of your goods than you realize.

Christian Herald readers are responsive and will ask for your goods in towns of 10,000 if you advertise to them.

76% of Christian Herald's circulation is in towns of less than 10,000 population.

# Christian Herald

Bible House, N. Y.

GRAHAM PATTERSON, *Publisher*

Paul Maynard, *Advertising Manager*

Salesman From	Round Trip	Days	Meals in Bos- ton	Meals	Total Days	Incidentals	Hotel	Total
New York, N. Y.	\$24.02	1	\$4.25	4	\$14.00	5	\$5.00	\$14.00
Chicago, Ill.	93.72	2½	9.75	4	14.00	6½	6.50	137.97
Toronto, Ont.	31.10	1	4.25	4	14.00	5	5.00	68.35
Toronto, Ont.	31.10	1	4.25	4	14.00	5	5.00	68.35
Boston, Mass.	—	—	—	—	—	—	—	—
Portland, Ore.	260.77	10	42.50	14	49.00	24	24.00	425.27
Chicago, Ill.	93.72	2½	9.75	4	14.00	6½	6.50	137.97
Dallas, Tex.	170.58	4	17.00	8	28.00	12	12.00	255.58
Los Angeles, Cal.	219.88	10	42.50	10	35.00	20	20.00	352.38
New York, N. Y.	24.02	1	4.25	2	7.00	3	3.00	45.27
Boston, Mass.	—	—	—	—	—	—	—	—
Boston, Mass.	—	—	—	—	—	—	—	—
Montpelier Vt.	15.70	½	1.75	9	31.50	9½	9.50	89.95
Boston, Mass.	—	—	—	—	—	—	—	—
Philadelphia	32.30	1	4.25	9	31.50	10	10.00	109.55
Philadelphia	32.30	1	4.25	9	31.50	10	10.00	109.55
Boston, Mass.	—	—	—	—	—	—	—	—
Chicago, Ill.	93.72	2½	9.75	4	14.00	6½	6.50	137.97
Chicago, Ill.	93.72	2½	9.75	9	31.50	11½	11.50	177.97
New York, N. Y.	24.02	1	4.25	2	7.00	3	3.00	45.27
Dallas, Tex.	170.58	4	17.00	9	31.50	13	13.00	263.58
Boston, Mass.	—	—	—	—	—	—	—	—
Boston, Mass.	—	—	—	—	—	—	—	—
Seattle, Wash.	250.01	10	42.50	10	35.00	20	20.00	382.51
La Crosse, Wis.	135.16	4	17.00	4	14.00	8	8.00	188.16
Boston, Mass.	—	—	—	—	—	—	—	—
Boston, Mass.	—	—	—	—	—	—	—	—
Boston, Mass.	—	—	—	—	—	—	—	—
New York, N. Y.	24.02	1	4.25	2	7.00	3	3.00	45.27
Long Island City, N. Y.	24.02	1	4.25	2	7.00	3	3.00	45.27
Chicago, Ill.	93.72	2½	9.75	4	14.00	6½	6.50	137.97
Boston, Mass.	—	—	—	—	—	—	—	—
Brooklyn, N. Y.	24.02	1	4.25	3	10.50	4	4.00	53.27
Chicago, Ill.	93.72	2½	9.75	8	21.00	10½	10.50	169.97
Charlotte, N. C.	76.50	2	9.50	6	21.00	8	8.00	135.00
Boston, Mass.	—	—	—	—	—	—	—	—
New York, N. Y.	24.02	1	4.25	2	7.00	3	3.00	45.27
Montreal, P. Q.	31.10	1	4.25	4	14.00	5	5.00	68.35
Columbus, Ohio.	75.40	2	8.50	4	14.00	6	6.00	117.90
New York, N. Y.	24.02	1	4.25	3	10.50	4	4.00	53.27
Bangor, Me.	26.50	1	4.25	9	31.50	10	10.00	103.75
New York, N. Y.	24.02	1	4.25	2	7.00	3	3.00	45.27
Boston, Mass.	—	—	—	—	—	—	—	—
Boston, Mass.	—	—	—	—	—	—	—	—
New York, N. Y.	24.02	1	4.25	2	7.00	3	3.00	45.27
Kansas City, Mo.	105.04	3	12.75	7	24.50	10	10.00	176.79
Boston, Mass.	—	—	—	—	—	—	—	—
Mobile, Ala.	110.34	3	12.75	4	14.00	7	7.00	158.09
New York, N. Y.	24.02	1	4.25	2	7.00	3	3.00	45.27
New York, N. Y.	24.02	1	4.25	2	7.00	3	3.00	45.27
Chicago, Ill.	93.72	2½	9.50	7	24.50	9½	9.50	161.72
Minneapolis, Minn.	128.10	4	17.00	9	31.50	13	13.00	221.10
Boston, Mass.	—	—	—	—	—	—	—	—
Chicago, Ill.	93.72	2½	9.75	7	24.50	9½	9.50	161.97
Boston, Mass.	—	—	—	—	—	—	—	—
New York, N. Y.	24.02	1	4.25	2	7.00	3	3.00	45.27
Bangor, Me.	24.50	1	4.25	8	28.00	9	9.00	93.75
Totals	\$2,988.98		\$403.50		\$763.00		\$314.00	\$5,232.48

coming from participating in a profit-making convention.

Each man is allowed in transit, first of all, his transportation including lower berth and Pullman chair. His meals in transit are on the following fixed allowance: Breakfast and luncheon, \$2.50; dinner, \$1.75. His incidentals in transit, which include all gratuities, telegrams, stamps and small minor

items, are covered by a flat allowance of \$1 per day.

These definite fixed allowances apply to the star salesman and the junior salesman alike, and they are also the allowance of the branch managers and their assistants.

The budgeting then continues through the convention period. Each man's hotel bill is paid for

(Continued on page 170)



## He's sixteen years old today

He weighs 122 pounds with a good chance of hitting 142 before he gets out of high school. He's 5 feet 4 inches off the ground. When he graduates in two years and goes to college, he'll be nearer 5 feet 9.

What's the best football made? Whose are the best brand of hockey-skates? What's going to be the latest thing in shirts, trousers, ties, shoes and hats next spring? What fountain pen makes the best exam papers? Do you know? This guy does. He can answer a lot more questions like that too.

Whatever you make—sporting goods, clothing, haberdashery, motor-cars or soap—this sixteen-year-old can be told and sold through the advertising columns of **THE AMERICAN BOY**. This vigorous, hit-'em-straight near-man is typical of 80 per cent of the 500,000 readers of **THE AMERICAN BOY**; typical of their preferences, of their intelligence, of their enthusiasm. He's got a younger brother, 14 years old, representative of 15 per cent of the 500,000 readers. He's got an older brother in college who represents the other 5 per cent of the 500,000.

To reach this young-man market—fellows who're your equal in everything but years—no other medium offers so direct a route as **THE AMERICAN BOY**. Copy received by January 10th will appear in March.

*The* **American Boy**  
Detroit Michigan

## "BUT TO BE BOTH SICK AND POOR"



By Courtesy of The Daily News

**T**WO years ago little Florence R—— had scarlet fever, followed by lung and spine trouble. Family funds were exhausted in her care. She grew weaker. Finally her brother made a cheap radio set for her amusement.

One night last December an older sister heard, out of the dark, the voice of the President of the United Hospital Fund telling, on the air, how the Fund helps the needy sick. She hastily wrote, "United Hospital Fund" on a scrap of paper, intending to appeal to the Fund. In the morning she could not find the paper.

Florence kept failing.

A month later the scrap of paper came to light, and the big sister sent to the Fund a hurried call for help. The General Secretary at once got Florence into a Hospital in Brooklyn, where her condition was found to be grave.

In spite of her terrible handicap she began a fight for life. Doctors, nurses, dietitians, cooks, maids and all the machinery and resources of a big modern hospital fought on her side.

After three months, on account of her chronic condition, she was transferred to Montefiore Hospital. There she lies, propped up night and day to a curving Bedford frame which relieves the pressure on her diseased spine. She has also chronic pulmonary tuberculosis. Superintendent Goodman says, "She is a splendid little patient, never complains and is very cheerful. When I saw her a few minutes ago, she was sewing,—I could hardly see how she can. She will need hospital care the rest of her life."

She writes to the Fund in a child's hand,—*"I am thanking you for getting me in the hospital. I am feeling fine. Florence."*

The "You" means everyone of our contributors.

# IS A DOUBLE MISFORTUNE''

**Will you—New York Publishers, Representatives,  
Agencies, and Outdoor Men—help in this?**

A subscription blank has been mailed to every advertising organization in New York City to raise the quota of \$5,000 which the United Hospital Fund has apportioned to our industry.

That subscription blank will be circulated through every office, and members will be glad to subscribe. Or, it will remain on someone's desk, .....indefinitely.

The Hospitals\* served by this fund must have the money they need, in order to continue giving free care and service to unfortunates who are poor as well as sick. To do our share and subscribe our quota, which has been set at a conservative minimum, everyone in our industry must give.

Someone in your organization will circulate a subscription blank. If it doesn't come to you, won't you go to it? Donations of 25 cents or more are acceptable. Let everyone give!

## United Hospital Fund

### \*HOSPITALS

Babies' Hospital	New York
Beekman Street	Nursery & Child's
Beth Israel	Ophthalmic
Broad Street	Orthopaedic
Community	Polyclinic
Eye & Ear Infirmary	Post-Graduate
Fifth Avenue	Presbyterian
Flower	Reconstruction
French	Roosevelt
Home for Incurables	Ruptured & Crippled
House of Holy Comf.	St. Andrew's Conval.
House-Rest for Consum.	St. Luke's
Infirmary Women & Ch.	St. Mark's
Isabella Home	St. Mary's Free
Italian	Skin & Cancer
Jewish Maternity	Sloane
Joint Diseases	Woman's
Knapp Memorial Eye	Sydenham
Knickerbocker	
Lebanon	
Lenox Hill	
Lincoln	
Lying-In	
Man. Eye, Ear & Throat	
Manhattan Maternity	
Memorial	
Misericordia	
Mount Sinai	
Montefiore	
Neurological Inst.	

### Brooklyn

Brooklyn
House of St. Giles
Jewish
Long Island College
Methodist Episcopal
Norwegian Lutheran
Prospect Heights
St. John's
Wyckoff Heights

### COMMITTEE

STANLEY RESOR, *Chairman*  
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 S. R. LATSHAW, *Advertising Director, Butterick Publishing Company*  
 MALCOLM MUIR, *Vice-President, McGraw-Hill Company*  
 LOUIS WILEY, *Business Manager, "New York Times"*  
 JOHN B. WOODWARD, *Special Newspaper Representative*

## Advertisers May Work Hand in Hand with Uncle Sam

The Oyster Industry Reports Some Remarkable Results by Doing So

THERE is a way for advertisers to secure the distribution of favorable Government reports at a saving of printing and postage. In its current campaign of advertising, the Oyster Growers and Dealers Association of North America is doing this quite effectively. The advertisements describe a Government booklet on oysters which was published by the Bureau of Fisheries, and state that copies will be provided free by either the bureau or the association.

This, of course, was done with the permission of the Bureau of Fisheries, and is a very interesting experiment. The booklet contains ninety-eight recipes for the preparation of oysters, and is a treatise on the oyster as a nutritious food. The advertising campaign of the association, which was described in the August 13, 1925, issue of *PRINTERS' INK* on page 10, was based on the information contained in the booklet.

At the Washington office of the association, the other day, it was learned that the organization had purchased 400,000 copies of the booklet at a cost of \$8.00 per 1,000. The idea of referring the reader of the advertisements to both the association and the Bureau of Fisheries was to secure all of the influence possible from the Government's endorsement of the oyster as a food. The requests which reached the Washington office of the association were mailed under third-class postage. Those which went direct to the Bureau of Fisheries brought the booklet to the reader under the Government's frank, and the association feels that the direct request to the bureau is probably more impressive and influential in its final result.

The effect of the campaign, so far, is astonishing. Last year, it will be recalled, the oyster in-


dustry was all but annihilated by a typhoid fever scare. The normal demand fell off approximately 85 per cent in a few weeks, and hundreds of growers and dealers failed or went out of business.

This year, although the association had spent by November 15 only \$42,000 of the season's appropriation—which is in the neighborhood of \$100,000—the supply of oysters does not anywhere meet the demand. According to the Oyster association's Washington representative, the collateral advertising of manufacturers of catsup, vegetable oils and lard, crackers, and the like, has been exceedingly valuable; but the fact that more than 350,000 of the Government booklets have been circulated by the association and many thousands more by the Bureau of Fisheries, indicates that the booklet is responsible for a large part of the influence, according to the association's belief.

### ONE OBJECTION TO THE PLAN


At the Bureau of Fisheries, it was learned that the only objection to the plan of referring inquiries to the bureau is that the organization has not the office force to handle such an abnormal number of requests. Since the advertising started in September, the bureau has received about 300 requests a day for the booklet. This has placed a burden on the office force, and it was explained that advertising of the kind could not be repeated unless the bureau is allowed to enlarge its force sufficiently to take care of the work.

Of course, legally, there is nothing to prevent anyone from advising anyone else to send to a Government department for a free publication. However, officials of the Bureau of Fisheries are hoping that no advertiser will do this until they have adequate



150,000

OR



2,500,000

## *When you think of*

Des Moines do you think of it merely as a city of 150,000, or as the key to a market of 2,500,000 population—the state of Iowa?

Des Moines is strategically located in the center of the state. It is 150 to 350 miles distant from other cities of the same commercial importance.

## *The Des Moines Register and Tribune*

has 170,000 daily circulation and circulates throughout Iowa. One out of every four families in the state reads The Register and Tribune. It is the backbone of a successful advertising campaign in Iowa.

Write for folder showing circulation of The Des Moines Register and Tribune by cities, towns and counties in Iowa.

means of supplying the demand.

A booklet similar to the oyster treatise is being prepared for the United States Fisheries Association. This is a revised edition of a report, "Fish as Food," published several years ago by the bureau. It is expected that the association will order several hundred thousand of this booklet and use it as the basis for an advertising campaign.

As to the effect of the advertising, the bureau has made no investigation, and has not as yet received any official report from the field. However, last year hundreds of complaints were registered, and appeals to the bureau for relief were frequent. This year, not a single kick or complaint has been received regarding the demand.

An official of the bureau said that the Fisheries association, at its last meeting, approved an advertising plan for the industry. Naturally, he said, the Government, as represented by his organization, is glad to co-operate. But in this instance, the advertiser will be requested not to refer inquiries to the short-handed office force of the Bureau of Fisheries.

### Colorado Springs Chamber of Commerce Advertises

The Colorado Springs, Colo., Chamber of Commerce, through its climatic conditions committee, has started an advertising campaign in metropolitan newspapers in Illinois, Indiana, Michigan, Ohio, Wisconsin, Iowa, Kansas and Missouri, to reach tuberculosis sufferers. The Chicago office of Albert Frank & Company, advertising agency, has been appointed to direct this campaign.

### Astor Coffee Account for Harry Porter Agency

B. Fischer & Company, New York, Astor coffee and Astor rice, have appointed The Harry Porter Agency, New York advertising agency, to direct their advertising. Newspapers will be used.

### Stanley Q. Grady with "Pictorial Review"

Stanley Q. Grady, formerly director of sales and advertising of The Dairymen's League, has joined *Pictorial Review*, New York. He also was formerly director of sales and advertising of the Sun-Maid Raisin Growers. More recently he was in business for himself as merchandising counselor.

### John Lee Mahin, Vice-President, Street Railways

John Lee Mahin has resigned from the Federal Advertising Agency, Inc., New York, with which he had been associated as director-at-large, to join the Street Railways Advertising Company, New York, as vice-president.

For many years Mr. Mahin was head of his own agency at Chicago. In 1916 he disposed of his interests in the agency to become associated with the Federal agency as director-at-large.

Mr. Mahin published, for many years, "Mahin's Data Book" and is the author of several books on advertising.

About thirty years ago, when Baron G. Collier started in the car-card advertising business, with a list of Southern cities, Mr. Mahin's name appeared on the company's letterheads as vice-president.

### New Accounts for Procter & Collier Company

The January and Wood Company, Maysville, Ky., manufacturer of yarn for rugs and carpets, warp and rug filler, and The Ritter Lumber Company, Columbus, Ohio, manufacturer of hard wood flooring, have placed their advertising accounts with The Procter & Collier Company, Inc., Cincinnati advertising agency.

### Henry Peterson, Sales Manager, Beaver Products

Henry Peterson, who has been with the Beaver Products Company, Buffalo, N. Y., for many years, has been made sales manager. Ralph F. Burley, formerly advertising manager, is now assistant sales manager. Mark F. Stanbro has been appointed advertising manager. He was recently assistant advertising manager.

### Newell-Emmett Opens Pacific Coast Office

The Newell-Emmett Company, Inc., New York advertising agency, has opened an office at San Francisco. F. T. Weeks, who has been with the New York office for the last six years, has been appointed manager of the Pacific Coast office.

### Dye Account for Morse International Agency

The North American Dye Corporation, Mount Vernon, N. Y., and Toronto, Ont., manufacturer of Sunset soap dyes, has appointed the Morse International Agency, New York, to direct its advertising account.

### Frank Presbrey a Director of White Rock Mineral Springs

Frank Presbrey, president and treasurer of the Frank Presbrey Company, New York advertising agency, has been elected a director of the White Rock Mineral Springs Company, New York.

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*Milwaukee—First City in Diversity of Industry*

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## "East Is East"—But—

**D**URING September, 1925, The Milwaukee Journal received more "credit lines" in eastern newspapers than any other publication in the country!

Such outstanding recognition clearly indicates that The Journal possesses superior editorial merit. This newspaper is read by more Milwaukee and Wisconsin people than any other publication in the world because its news—editorial and advertising—is of greatest interest and reliability to the people of Wisconsin.

In the rich Milwaukee-Wisconsin market, for maximum results at the lowest cost per sale, you need but ONE newspaper—

## The Milwaukee Journal

*FIRST—by Merit*

---

*Wisconsin—First State in Value of Dairy Products*

---

# New

(It's just good

**N**OBODY cares much about the personal appearance of a dollar bill. Crisp and new, or wrinkled and service worn, its purchasing power is just the same.

Right now the country is full of "new money." It is not new in the sense of being crisp, but in new hands, the basis of the "new wealth" we hear so much about.

Everybody has money—  
everybody is spending it!

## Chicago Herald

NEW YORK: 1834 Broadway

# Money

st good as old))

No merchant has time these days to worry about whether money is "new" or "old." If he does worry about it, he is not in step, and somewhere a competitor who is too busy to inquire is outstripping him.

There is new money and old in the reader audience of the daily Herald and Examiner. All of it being spent freely. Most of it is being spent with merchants who reach for it through intelligent and consistent advertising.

## and Examiner

SAN FRANCISCO: Monadnock Bldg.

## Where Most Radio Sets Are Owned —

is the best market for more radio sets.

The automobile industry has proved this principle and the radio industry is rapidly learning it. Where most business is done is the best place to go for more business.

Chicago is one of the biggest markets in the world for radio products—Chicago fans are continually buying and building bigger and better sets, and experimenting with new hook ups.

And the buying directory and guide of the great majority of able-to-buy citizens of Chicago, is The Daily News, as is proved by the continual leadership of The Daily News among the daily papers of Chicago in the volume of display advertising published.

One of the most popular features of The Daily News is its radio department, which is closely followed by Chicago radio fans for radio news, technical information and buying guidance.

Your advertising in these pages will share in the keen reader interest they hold among the majority of radio consumers of Chicago and its suburbs—interest that is augmented by the fact that The Daily News owns and operates its own radio broadcasting station—being the only Chicago newspaper thus equipped.

## THE CHICAGO DAILY NEWS

*First in Chicago*

# Agency Commission System Gets Government Discussion

Fundamental Practices of Advertising Business Are Explained before a Hearing of the Federal Trade Commission

*Washington Bureau  
of PRINTERS' INK*

THE commission system of paying advertising agencies—a subject of importance to advertisers, advertising agencies and advertising mediums—came in for considerable official discussion in Washington last week. The occasion was a hearing before the Federal Trade Commission.

The Commission met for the purpose of hearing arguments by its own counsel and by opposing counsel as to whether or not the American Newspaper Publishers' Association and the Six Point League, an organization of newspaper publishers' representatives should be made partners to a complaint issued by the Federal Trade Commission at the request of undisclosed complaints against the American Association of Advertising Agencies, the Southern Newspaper Publishers' Association and the American Press Association. (The original complaint against the last three named associations charged those associations, among other things, with endeavoring to prevent advertisers who place business direct from receiving advertising agency commissions. A practically complete report of that complaint will be found in *PRINTERS' INK* of January 1, 1925, beginning on page 17.)

Not only did the lawyers of the various defendants in this case oppose any action that would tend to bring the American Newspaper Publishers' Association and the Six-Point League into the case, but they also made effort to show why the entire case should and must be dropped by the Federal Trade Commission. Their argument on this point was that the Commission was without jurisdiction inasmuch as advertising was not interstate commerce.

Eugene W. Burr, attorney for the Commission, insisted that the

American Newspaper Publishers' Association and the Six Point League be made respondents to the complaint of the Commission because, as he charged, they had entered into certain agreements with the American Association of Advertising Agencies and the Southern Newspaper Publishers' Association.

His contention was that both the American Newspaper Publishers' Association and the Six Point League had entered into an agreement with the original respondents regarding concerted action which resulted in restraint of trade. In support of this allegation, he read several letters or circulars which were mailed to members of the American Newspaper Publishers' Association, which had for their purpose, he explained, the elimination of house agencies and the boycotting of those papers which recognized such agencies or allowed net rates to the advertiser.

While none of these communications carried any explicit instructions or demands to members to coerce newspapers or advertisers, it was assumed by Mr. Burr that such action could be their only purpose. He took the stand that the newspapers allow a discount of 15 per cent to agents only because of their agreement within their organization to uphold the agency commission at all costs, to suppress agencies which rebate or cut the rate, and to withhold advertising from newspapers which do not meet terms of the agreed policy.

In making this claim, he explained to the Commission the familiar process of agency service. And in contrast, he pictured the advertiser as claiming that if he does the work the agent is employed to do, he has a vested right to secure, as a reduction in price, an amount equal to the agency commission.

In presenting this viewpoint, Mr. Burr assumed that the usual ser-

vice contributed by an agency is fully worth the usual 15 per cent, but he insisted that the agent has no right to make any agreement or to enter into a conspiracy to enforce his commission as a general policy. In making this point, he discussed at some length the necessary recognition required by the majority of newspaper publishers before they will pay an agency the regular commission. And he stated that this recognition was controlled by the American Newspaper Publishers' Association and the agency association. This claim was denied by both agencies and publishers.

In picturing the condition, as he sees it, the Commission's attorney then described the newspaper association as a private tribunal which is interfering with interstate commerce because, he said, anyone who wanted to go into the advertising agency business must go before it, answer all questions regarding his standing and intentions, and get permission to promote his business.

#### APPROVES OF PRESENT AGENCY RELATIONS

Substantiating this claim, he read from several annual reports of the chairman of the newspaper committee of the American Association of Advertising Agencies, and made a strong point of the fact that this organization is on record as opposed to any alteration whatever in the agency relations with advertisers on one hand, and with the publishers on the other, which are now firmly established. He also said that the newspaper association had passed a resolution against the splitting or rebating of commissions as an unmoral practice, which is against the interests of the advertiser, the publisher, the agency, and the public.

In expressing the newspaper publishers' attitude, Mr. Burr read from a letter written by an unnamed publisher in reply to an advertiser who had requested a 15 per cent discount, on the basis that he did not employ an agency. This letter stated that granting the discount would be impossible, for the reason that the paper would be

black-listed by the agencies and would lose all of its national business.

To support his claim that this condition was rather general, he introduced as evidence a book published in 1922 by the American Association of Advertising Agencies which he claimed to be a tabulation of the data regarding the action of all the important newspapers in the country pertaining to the recognition of house agencies. This, he said, was sent to every member of the agency organization in order that the agencies might boycott offending papers and give their business entirely to those who conformed to the American Association of Advertising Agencies' ruling, regarding house agencies and rebates. He also introduced a directory published some time later, containing the names of all national advertisers who patronized members of the agencies' association.

Counsel for the complainants in the case, drew a diagram on a large board to demonstrate to the Commission the process of placing advertising with newspapers, according to the conventional and accepted plan. He said that the time was, years ago, when manufacturers in all instances dealt direct with the publishers. In those days, obviously, there was no problem of agency commissions, and the manufacturer secured, in every instance, the net rate of the paper. Then the art developed to a point where it required special talent, and in supplying this, the agency came into being.

In his argument, the attorney for the complainants drew a parallel between the work of the agency and that of lawyers, placing the entire agency's service on a professional basis. He then explained to the Commission that the position of the agency was similar to that of a lawyer who would demand of a manufacturer that he discharge a lawyer whom he employed regularly, and employ one who belonged to a specified organization, or the organization would interfere with and injure his business. The tenor of that argu-

ment seemed to be that the service rendered by an agency is a definite activity in behalf of the advertiser and is not in any way a service to the publisher. All contracts show this, the attorney contended—that is, the contracts between the agency and the advertiser—hence he insisted that the advertising agent is solely the representative of the advertiser.

Several of his clients, this attorney said, began to advertise before the agency service really developed. He then alleged that the agencies, after developing to the point where they controlled a large volume of advertising, organized an association and made the demand on the publishers that they put up the price in every instance or suffer the results of a boycott. As he expressed it, the agency and publishers' organizations undertook, through illegal agreement, to club all newspaper publishers into conforming to an agreed policy of agency recognition and rates.

In reply to these arguments, G. B. Plante, representing the American Newspaper Publishers' Association and the Six Point League, first took the stand that these organizations had no part in any agreement, actual or implied, with any other organization to control or restrain trade in any manner. He explained that the American Newspaper Publishers' Association is an organization of newspaper publishers formed in 1887, consisting of about 500 members who are practically all publishers of big city newspapers in this country, with the exception of several in Canada. The newspaper association, he assured the Commission, has absolutely nothing to do with advising its members regarding rates, discounts, recognition of agencies, acceptance of advertising or anything of the kind.

"If the organization desired to interfere in any of these matters," he continued, "it has no machinery to enforce its will upon its members. It has no means of enforcing any orders of the kind. It has no power over its members, and its charter would not allow it to assess penalties."

He said that he had failed in all of the previous arguments to hear anything in the way of a charge of conspiracy or anything else that might be justly construed as a restraint of trade, other than that his organization had gone on record as approving the policy recommended by the agency organization.

Regarding any possible increase in price to the advertiser due to the giving of the usual commission to agencies, he showed quite plainly that this commission was not given because of any conspiracy on the part of agents and publishers, but because of a very definite service rendered the newspapers by the agents.

"For many years," he said, "and long prior to any dates mentioned in the complaint, the newspapers have had card rates. These rates are fixed by the individual publishers, and there is no charge by the Commission that the publishers have ever combined or conspired in fixing these rates, as shown by their published rate cards.

"The only charge, as I understand it, is that we would not give to the advertiser the same discount that we give to accredited advertising agencies."

Mr. Plante then took exception to the allegation, or rather suggestion by the attorneys for the Commission and the complainants, that the agency discount was a comparatively late innovation and a measure forced upon the advertiser as an increase in rate. He said that fifty years ago, publishers allowed commissions to advertising agents and cited a case tried in the New York courts in which the decision mentioned that some time prior to 1876, the policy of newspapers giving a commission to agencies was on practically the same basis which is now general.

In explaining why the publisher pays a commission to advertising agents, Mr. Plante discussed the matter from two standpoints. First, he said, the publisher pays the agency because the latter does the work of a salesman, soliciting and securing business, and also by laying out campaigns, writing copy

and designing many selling ideas. "In other words," he continued, "the agency creates advertising business. The agency organization, not only does many special and necessary things that the average manufacturer is not competent to do, but it encourages the appropriation of money for advertising and in all ways is a very necessary factor in the publishing business.

"On the other hand, the publisher looks to the agent for payment. An advertisement is accepted by a newspaper publisher solely on the credit of the agent and not on the credit of the advertiser." He then explained that an advertising agency is an organization that pays the expense of a definite and necessary service, out of the commission allowed it by the publisher. "It would be extremely difficult and expensive," he continued, "for any newspaper to look up the credit of all of its advertisers. As it is, the newspaper investigates the agency, determines credit ability, responsibility and other qualifications. In this way, the publisher is not only assured payment, but he guards his business against the dummy agency which may be set up by an advertiser for the mere purpose of securing an unearned discount.

"When the American Newspaper Publishers' Association determines this information regarding agencies, it sends it to its members to use as they may see fit. There is absolutely nothing done to require any member to use the information in any specified way. It is obvious that not only with a multitude of advertisers, and also with the advertiser whose copy comes in at the last minute, the publisher must have someone on whom he can rely for information regarding the credit and standing for his customers, who are the agencies, as a rule."

Mr. Plante then explained that the Six Point League is an organization of representatives who are acting as solicitors for a very large number of papers, on either a salary or a commission basis, and are assigned to territories. If it is right, he asked, for an advertiser to secure the agency commission,

why is it not also right for him to claim the commission of the special representatives as well? In some instances, he explained further, the special agents may secure business through an advertising agent and pay the agency commission out of their own commission; but no matter how the commissions are paid, the remuneration of both agent and special representative is included in the rate structure.

In further discussing the problem, he analyzed the complaint as being a product of the desire, on the part of a few advertisers, to get the net price. In this, he said, they were trying to create the impression that the publishers had two prices. He denied that publishers had two rates—a gross and a net rate—and explained that they had but one rate out of which they paid commissions to those who actually earned them.

In summing up, he declared that members of his association refused to pay a commission to dummy agencies, and said that there is not a thing done by the members of the association that has not been practiced for more than fifty years. To prove that there was no possibility of a combination in restraint of trade, even if such a thing were desired or attempted, he explained that several of the biggest agencies in the country were not members of the American Association of Advertising Agencies. In the discussion which followed, it was brought out that there are about 1,200 agencies, of which only 134 are members of the American Association of Advertising Agencies.

Mr. Plante also drew a parallel between the agency business and that of the fire insurance broker. He told the Commissioners that not one of them could secure the broker's commission, although he could, if he pleased, place his insurance business direct with the companies.

"If you go direct," he said, "you merely put yourself to avoidable trouble, and you do not get any cheaper insurance. The company will not allow you the broker's discount, and you will find the

(Continued on page 25)

## Selling Hardware and House Furnishing Goods in PHILADELPHIA

Philadelphia, having the third largest population in the United States, is a very important market for the manufacturer of Hardware, Tools and House Furnishing Goods.

Most people in Philadelphia, Camden and their vicinity live in their own homes, a large percentage of which are owned by their occupants.

There are more than 420,000 separate dwellings within the city limits and over 100,000 in the surrounding suburbs and towns. You can readily see that here indeed is a big market for you to cultivate.

*Send for a free copy of THE BULLETIN ROUTE LIST OF HARDWARE AND HOUSEFURNISHING STORES IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen when calling on the trade.*

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

## The Evening Bulletin

PHILADELPHIA'S NEWSPAPER



**520,072** copies  
a day

Average daily net paid circulation for the six months ending September 30, 1925. The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)  
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard  
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard  
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street  
Kansas City, Mo.—C. J. Edelmenn, Verree & Conklin, Inc., 1100 Davidson Bldg.  
(Copyright 1925—Bulletin Company)

## Largest, Most Important, Easiest DOT to Cover on the Map



THE New York Market in consuming population is more than twice as large as America's second market and more than three times the size of the third market.

This area is not fixed arbitrarily but is the actual economic line that circles the daily activities of nine millions of consumers, commuters and shoppers.

No other dot on the map contains anything like 25,000 grocery stores, 4,500 drug stores, 3,200 shoe stores, 2,600 hardware stores, 9,800 candy and confectionery stores, 3,300 men's wear stores, 4,500 cigar stores and other retail outlets in proportion.

The New York Market is the **EASIEST** to cover and the **LEAST EXPENSIVE** in time, traveling expenses and administrative control. This compact, fifty mile territory offers more effective selling time for each salesman and **LESS** lost time in traveling and non-selling than any other territory of the same consuming population in America.

The **PROVEN EXPERIENCE** of one manufacturer after another has been that the New York Market offers the greatest selling opportunities and the greatest sales volume at least cost through the use of the New York Evening Journal.

## NEW YORK EVENING

*America's largest evening newspaper circulation—and at 3c a copy the*



*The New York market DOT represents nine million consumers all within Metropolitan shopping area.*

Nearly half of all the people who buy any New York evening newspaper buy the New York Evening Journal.

For 26 consecutive years the New York Evening Journal has maintained SUPREMACY in circulation among all evening papers. During the past 11 consecutive years it has led all New York evening newspapers in volume of advertising published.

TWO MILLION men, women and children in over SIX HUNDRED THOUSAND HOMES of Metropolitan New York, read the New York Evening Journal every day and look upon this modern family newspaper as New York's greatest buying and selling medium. It is the strongest sales weapon a manufacturer can employ in America's largest market.

## EWING JOURNAL

able the circulation of any other New York evening paper.

# Large Radio

## advertisers aim at volume sales in the big Oklahoma farm market!



ATWATER-KENT

FADA

R. C. A.

CROSLEY

MUSIC MASTER

SPLITDORF

**E**ACH of the leading radio manufacturers listed has run a schedule in the Oklahoma Farmer-Stockman since August; some have used every issue. They realize, like many other national advertisers, that advertising to the farmer through the Oklahoma Farmer-Stockman is the basis of volume sales in Oklahoma.

Farm paper advertising is essential in the Oklahoma market, because: (1) Oklahoma is 73% rural; (2) Oklahoma farmers have been favored with big cash crops for two successive years; (3) Oklahoma is more isolated from the big amusement centers than other states—this creates a greater need for radios on Oklahoma farms.

By giving successful cooperation to the advertiser the Oklahoma Farmer-Stockman helps reduce selling costs to a minimum in this big farm market.

**The OKLAHOMA**  
**FARMER-STOCKMAN**  
*Oklahoma City*

*Carl Williams*  
Editor

*Ralph Miller*  
Adm. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY

New York    Chicago    Detroit    Kansas City    Atlanta    San Francisco

same situation in the advertising business. If you find our practice wrong, you must certainly find the business of the insurance broker wrong, and that will take you into a great many of the largest businesses of the country. The courts of New York have said that the system, as it relates to the insurance business, is entirely legal and proper. The large insurance companies refuse to do business with brokers or agents who split their commissions or rebate any part of the money they receive for their services. The main reason for this is that it is not sound business for a broker to rebate, and since the commission is fixed on his cost of doing business, any voluntary reduction on his part weakens him financially and eventually makes him a poor credit risk. There is nothing unusual in the agency system, since the same principle is exercised in nearly all lines of business."

In conclusion, Mr. Plante declared that so far as the coercion of publishers was concerned, it would be impossible for any organization to coerce either the members of the American Newspaper Association or the Six Point League, into doing anything they did not want to do. "If a conspiracy exists," he added, "it is against us, and we know of no attempt on the part of anyone to compel us to do something that we do not want to do."

He also said that there could be no case made out against his organization by the Federal Trade Commission unless competition between the members and the complainants was established. As it was, he said, there was no competition between any agency and the advertiser who desires to place his advertising direct with any publication. And he further claimed that the publishing of advertising is nothing but a service, hence is not interstate commerce.

James F. Finlay, of Chattanooga, Tenn., then presented the case for the Southern Newspaper Publishers' Association, and contended that the case should be dismissed for want of jurisdiction because

interstate commerce has not been shown, no unfair competition established, and nothing done against the public interest. And quoting the Federal Trade Commission Act he showed that charges of these claims must be sustained to make a case, since, under the law, interstate commerce, unfair competition and public interest, are essential things.

"The real reason for this complaint," he declared, "is that the publishers will not allow a few manufacturers the agency commission."

"Now suppose such a thing were done by the publishers. It would be against the public interest and would really tend toward a restraint of trade. It would allow the big manufacturer to get a rebate on his advertising, and would have a tendency to keep the small manufacturer out of business because it would not allow him to buy his advertising as cheaply as does the big and powerful competitor."

"We pay agencies their commission because of value received. If it were not for the service they render, it would cost the publishers a great deal more than the agency commission to secure the business. It is a common-sense proposition, and there are many newspapers which could not afford to solicit their business at the rates they now charge."

"There is no public interest served in allowing a few individual manufacturers the agency commission, because it would not result in cheaper goods to the public. There has been no bad faith, no fraud of any kind; the system has been going on for many years, and I am sure that if all of the facts were fairly submitted to the public, the great majority would feel just as we do."

"The agency's relations to the publisher and the whole policy and method of the business has grown up and developed through the years, out of the best practice for all concerned. The agency system grew because of a definite need. It is entirely legitimate and necessary, and like a great many sound business practices has developed to

supply an actual need in the development of all business."

Mr. Finlay also explained that the agencies solicit the business for an individual newspaper from hundreds of manufacturers, in making their service invaluable to the publisher. And in substantiating his claim that the Federal Trade Commission did not have jurisdiction over the contract of the agent with the advertiser, or with the publisher, he said that there is no doubt that the pure making of a contract is under state control.

It has been contended by the Commission that interstate commerce was established by the shipping of copy, type parts, and the like across State lines; but Mr. Finley explained that the ownership in these things never passes from the agency to the publisher, that they are not subject to barter, not completely essential elements in themselves, and that the transfer of the information they represent or present is likewise not to be considered as being interstate commerce.

"The main thing," he said, "is the writing of the advertisement. That is the essential thing, and the mere statement which the advertisement presents cannot be considered as interstate commerce, and the courts have so held in several parallel cases."

He then mentioned a Supreme Court decision in which it was held that a baseball exhibition was the essential feature in a case, and that the shipment of bats, balls, gloves and the like, across State lines did not constitute interstate commerce.

Likewise, in the *Blumenstock* case, (*PRINTERS' INK*, May 13, 1920, page 129) in which an advertising agency sued the Curtis Publishing Company, Mr. Finlay said that the Supreme Court had held that the contract between the two parties did not constitute interstate commerce but that it was, only incidental commerce.

To show that there has been no tendency to suppress advertising by a conspiracy of any kind, he then called attention to the vast increase in the volume of advertising which is indicated by almost every news-

paper and magazine. He declared that no organization is attempting to force the members of the Southern Newspaper Publishers' Association to do anything that they do not want to do, and that it is ridiculous to think that 134 agencies, by combining, could control the publishers.

"They need us," he said, "more than we need them. The agency, to be successful, must be a wholesaler. It must deal in a large way in the space our papers have to sell. How then, can it dictate to us?"

"Now, if the agency does not get the business for us, is the manufacturer going to get it? No; we will have to spend all of the agency commission and more in paying solicitors. You cannot get the work done for nothing.

"We do not recognize any agency because it happens to be a member of the American Association of Advertising Agencies. The recognition we extend is purely on a basis of ability, credit and responsibility, and no organization dictates to us any way as to who is qualified to earn the agency commission."

In numerous other cases, the Federal Trade Commission has been charged with making mountains out of mole hills, and of misinterpreting intentions, or distorting or magnifying details, in order to create impressive evidence. Something of the kind may be found in the present case, for in explaining the so-called black-list, Clark McKercher, attorney for the American Association of Advertising Agencies, explained that the list of newspapers, with data regarding the attitude of individual newspapers concerning dummy agents and rebates, was fully explained at a closed preliminary hearing of the Commission held two years ago, before any formal complaint was issued. This list, he said, was the product of one man, and its effect was nil. The book was issued back in 1922; the investigation was started in 1923. Since then, Mr. McKercher said, practically every paper on the list has increased its business, which is rather convincing proof that the

**D**URING the first 10 months of 1925, The Indianapolis News printed 1,137,731 *more* lines in department store advertising, 629,992 *more* lines of food advertising, 202,313 *more* lines of women's wear advertising, in its six issues a week than the other Indianapolis newspapers combined in their thirteen issues a week. *And at the highest rate.*

This is a continuation of the lineage story for 1923 and 1924, and practically every year of the 56-year history of The News. *Proof of greatest results per dollar invested—additional proof that The News is indispensable in reaching the consumer in the Indianapolis Radius.*

\*\*\*\*\*

By invitation, exclusive Indiana representative,  
The 100,000 Group of American Cities, Inc.

\*\*\*\*\*

FRANK T. CARROLL  
Advertising Director

New York Office  
Dan A. Carroll  
110 E. 42nd St.

Chicago Office  
J. E. Lutz  
The Tower Bldg.

 The Indianapolis Radius



*The*  
**INDIANAPOLIS  
NEWS**

papers have not suffered from any boycott or restraint due to the publication of the list. Furthermore, he said that the best agencies in the country at once condemned the publication, when it was issued, as a silly and futile thing, for which only one misguided member of the association was responsible. Boiled down, he said, the charges could be reduced to interference with publishers who cut their rates, and to an attempt to keep agencies out of the business. In reply, he said that the newspapers had belonged to numerous associations long before the American Association of Advertising Agencies was ever dreamed of.

"Several large agencies," he continued, "are not members of our association. These agencies handle some of the biggest advertising accounts in the country, and they have had not the slightest trouble in buying space or placing their copy. The newspapers have certain requirements and our association claims that it is well within its rights when it makes its own requirements as to those it accepts to membership."

In explaining the position of the agencies, he said that there was no competition, that any advertiser can go direct to any paper, if he wishes, and he placed the position of the agency, in its relation to the manufacturer, before the Commission in this way:

"Let us suppose, gentlemen, that a manufacturer receives a 15 per cent commission from the publisher on his own business. He declares this to be entirely just and fair. But what is his answer to you, if you go to him direct and demand a wholesale price on his goods? If you request it in the form of a secret rebate, he will tell you that it is illegal. He will not give it to you in any other form. And we see no difference in his stand and that of the newspaper publishers, since the advertising agent is a wholesale buyer of space, and no matter how large he is, the individual advertiser is a retail buyer."

The speaker cited numerous cases to substantiate his conten-

tions, and established beyond a doubt that the publisher has an entirely legitimate right to recognize wholesale and retail accounts.

In regard to the list of the names of all national advertisers who are clients of the members of the American Association of Advertising Agencies, Mr. McKercher caused some amusement when he contrasted the attitude of the Commission's attorney regarding the publication, with its real purpose. This book was introduced as evidence, tending to show conspiracy in restraint of trade. However, its real purpose was merely as a piece of advertising material, and 5,000 copies of it, so the attorney said, were generally circulated.

To show that there is no general objection to the standard agency policy, the speaker explained that 97 per cent of all of the advertisers in the United States have adopted this method of doing business. He said that there was no competition between the complainants and respondents. Furthermore, he declared that his organization is in a position to show, by the testimony of a large national advertiser who formerly placed his business direct with publications, that his cost of managing his advertising business in that way was in the neighborhood of 25 per cent instead of only 15 per cent if placed through an agency.

One of the most convincing features of the argument by respondents was the numerous cases cited in support of the defense. These appeared to indicate strongly that there is no cause for bringing the American Newspaper Publishers' Association and the Six Point League into the controversy. They also strongly indicate that there is abundant precedent for the dismissal of the complaint against the American Association of Advertising Agencies and the Southern Newspaper Association. However, previous cases have shown that there is no logical basis on which to forecast the activities of the Commission, and it will be several weeks or longer before any expression from the Commission will be forthcoming.

## Fallacy No. 10 in Class Circulation

**D**O not let anyone tell you that the quality product advertiser can economically cover the class market through buying the mass mediums.

It is never economic to pay for what you can't use. It is never economic to buy a possible few thousands of class circulation wrapped up in a million-and-a-half mass circulation.

The butcher who weighs the wrapping with the meat fools few housewives.

Are men more credulous?

# VOGUE

*Member Audit Bureau of Circulations*

*Compare*  
**Our Rates**

Look at these rates! See how low they are in comparison with others!

	<i>Rate Per Page</i>	<i>Rate per page Per Thousand</i>
Black and White...	\$3400	\$1.32
Two Color Inserts..	4500	1.74
Four Color Inserts..	6500	2.52

*Circulation*

**2,575,000**

On the opposite page is shown an advertisement of the Durham-Duplex Razor Company, a consistent advertiser in the ALL-FICTION FIELD.

**All-Fiction Field**

*Magazines of Clean Fiction*

# Compare Our Advertisers



## Handsome new Sets



**\$150 Each**  
Including two packages of  
7 Durham-Duplex Blades



*The Shaver  
Men Junior Set  
- NOT AT*

*This Set also  
provided in  
London & Co.*

THE most durable as well as the most beautiful razor sets ever offered to the Shaving Men of America. A lifetime of Good Morning shaves in every one.

Take your choice—whether you prefer the "Safety" type razor or the long-handled "Safe" style. Ten of the same famous long Durham-Duplex Blades with each set—months of the quickest, smoothest shaving you've ever enjoyed.

Get a Durham-Duplex Demonstrator Razor with one double-edged blade for 50 cents. (Safety style). A real razor—not a toy. If your dealer cannot supply you mail the coupon to us.

Indestructible Blades 50c for package of 5

DURHAM-DUPLEX RAZOR CO., Jersey City, N. J.  
Distributors: Jersey City: Macfield, Gray, Parry, Brown.  
London, Eng.: John Robertson & Co. Ltd.

Durham-Duplex Razor Co.,  
100 Madison Ave., Jersey City, N. J.

I enclose 50c for which send me a Durham-Duplex Demonstrator Razor with one detachable, double-edged blade. I prefer the "Safety" Type.  
The Long-handled "Safe" Type. -25-

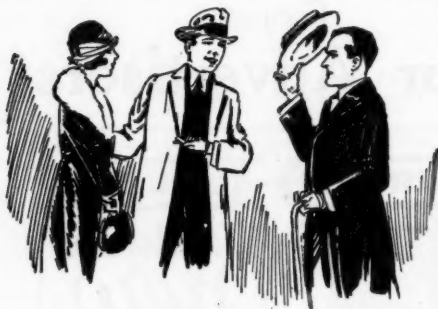
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

*A regular advertiser in the*

# All-Fiction Field

**Read by Everybody—Everywhere**

## "Meet the Wife!"



You'll like her—and she's all set to like you and your line.

She's quite a lady. Clever, witty, keenly perceptive—and she carries the family purse.

Of course, she's busy in the way of modern women. Just take the newspapers, for instance. Every Tuesday, she simply **MUST** read **THE POST Art World Magazine**. It would be fatal to drop out of touch with painting and sculpture and batik and antique furniture and interior decorating. It's all so convenient in **THE POST**.

Then on Thursday there's **THE POST Radio Magazine**. One can skip that tiresome patter about wires and ohms and things, but she **MUST** know what's being said about people in Radio and what was on and what is going to be on—it would be **SO** embarrassing not to **KNOW**.

**THE POST Literary Review** on Friday is a treasure. Not just the reviews of the books one must pretend she has read, but those little stories about the authors and their inspirations and their families. Two good stories about authors will get one through the dullest dinner.

Then, too, **THE POST** is so convenient for shopping. Just the things one wants are advertised by just the right shops—none of those tiresome pages about places they call "bargain basements."

As we started to say, meet the wife—through your advertisements in **THE CHICAGO EVENING POST**.

*It Pays to Advertise in a Newspaper Read by the Class of People Financially Able to Become Good Customers*

## The Chicago Evening Post

"Chicago's Best and Cleanest Paper"

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# We Believe Our Free-Goods Plan Is Sound Merchandising

But We Also Believe That What Is Sauce for the Goose Is Not Necessarily Sauce for the Gander

By D. W. Gove

Sales Manager, J. W. Kobi Company

[EDITORIAL NOTE: In the November 5, 1925, issue of *PRINTERS' INK*, on page 162, there appeared a report summarizing the returns that the J. W. Kobi Company had received from a questionnaire sent to 52,500 druggists. These druggists were asked whether or not they favored price cutting. The company received 27,080 replies. Out of that number, 24,132 expressed themselves as being unqualifiedly opposed to price cutting.]

To these dealers, the company sent a letter beginning: "Some time ago, you advised us that you strongly oppose price cutting. This valuable information enables us to offer you a free-goods deal on Golden Glint Shampoo, with every assurance that we can depend on you to maintain our suggested resale price."

A sales executive for a firm selling through druggists who knew what Kobi had done said to *PRINTERS' INK*: "The Kobi free deal is, in effect, a cut price offered by the manufacturer. Isn't it illogical for a manufacturer to cut his own price and then urge retailers not to cut their prices? Isn't the manufacturer who offers free deals setting a bad example to his retailers? Isn't it true that the dealer who receives a dozen packages of anything free is tempted to cut prices in order to move the entire lot more quickly?"

This is the way D. W. Gove, sales manager of the Kobi company, answers those questions.]

THE issue raised by your sales executive correspondent relative to our free-goods offer on Golden Glint Shampoo was carefully studied in this office before we launched our campaign. It is understood, of course, that there was nothing altruistic about our effort, nor were we seeking the commendation of anyone except our own distributors, whose interests are our interests. We fully realize that no plan of our proposing would be applicable to marketing conditions differing from ours. What we shall say hereinafter in defense of our free-goods offer is submitted subject to the understanding that what is sauce for the goose is not necessarily sauce for the gander.

While it is undoubtedly true that a considerable number of those druggists who expressed themselves as opposed to price cutting do actually practice it, we believe that a very inconsiderable number cut the price of our product. We have an abiding faith in the sincerity and honesty of the average druggist, and with good reason. Years ago, in introducing Golden Glint Shampoo, we guaranteed a profit to all druggists accepting our introductory offer who would agree to give us counter display for ten days. Goods remaining unsold at the end of that period could be returned to us for full credit, the druggist retaining the proceeds of such sales as he had made, *provided he was not satisfied with his purchase.*

Obviously, any druggist could have sold eleven packages out of a dozen, returned one package and owed us nothing, since that was our proposition. Although the offer was made to druggists in every town in the United States of over 5,000 inhabitants and although more than 15,000 orders were secured, only five who had made sales returned the unsold portion of the order. The overwhelming majority did not care to take advantage of our confidence by pretending a dissatisfaction they did not feel in order to save a few dollars.

Naturally, then, it is our contention that the average druggist is dependable and fair-minded. When he assures us that he opposes price cutting as a principle, we believe he will feel bound to stick to his expressed convictions insofar as our product is concerned, even though he may not do so as regards other articles.

Perhaps this conclusion will be

objected to on the ground that it is mere assumption and not supported by the facts. When we made the offer mentioned in the foregoing paragraph, we had plenty of apparently authoritative advice that a high percentage of the accepting druggists would return unsold goods and claim credit—but such did not prove to be the case.

Suppose you were a druggist and you had expressed to us your unqualified disapproval of price cutting in writing and you then accepted an advantageous deal from us accompanied by a letter saying that you were given advantage of it solely because of your attitude toward the price cutting question. Suppose you knew that most of your competitors had also accepted the deal under the same conditions, and you knew that they knew what our policy demanded. Would you cut? We wouldn't ourselves, and our experience has proved, in matters of business morals, that it's perfectly safe and sane to judge the average druggist by one's self. Even the man wholly without moral principles hesitates to invite the condemning finger of scorn. The fact that his competitors know the conditions under which he accepted our free-goods offer, will go a long way to prevent the druggist so minded from cutting.

To protect ourselves against the few who, it was anticipated, might run counter to our psychological conclusions, we advised all druggists whose orders were accepted that dealers who cut would never be given another opportunity to take advantage of one of our free-goods offers. Furthermore, the offer was limited to a very small quantity of goods. The deal called for one dozen free with two dozen at the regular price and no druggist was allowed to take advantage of it more than once, and in no instance were free goods delivered in excess of one dozen. Consequently, no druggist had sufficient Golden Glint on hand to justify a cut. We delivered the free goods ourselves and accordingly know whereof we speak. Every accepting drug-

gist was advised that none of his competitors could possibly obtain more than one dozen free goods and that consequently competitive cutting as a result of our offer was not to be feared. The business of department stores and self-styled cut-rate druggists was not solicited nor were the orders of such concerns filled.

#### NOT A CUT-PRICE OFFER

Viewing the matter from an ethical angle, we cannot agree that a free-goods offer made by the manufacturer is the same thing as a cut-price by the retailer. It is our contention that the manufacturer is, and should be, the originator of the prices at which his product shall sell. He names the discount at which the distributor shall buy. In determining what this discount shall be, the manufacturer freely exercises his judgment as to what constitutes a fair profit. His original price to his distributor might have included free goods; yet, if we correctly interpret the sales executive's contention, this would amount to price cutting on the part of the manufacturer from the very outset. In allowing the retailer a longer profit, the manufacturer does not cut the resale price he has established through his advertising and consequently no injustice is done. Neither public interest nor dealer interest suffers by a reduction in the price at which the distributor purchases from the manufacturer, but both suffer by a cut in the resale price by the distributor to the consumer. (I presume that the generally accepted economic arguments in favor of this contention are well known and so I will not repeat them here.)

The point at issue, then, is whether the distributor will pass along to the public the extra profit the free-goods deal affords, or whether he will keep it for himself. If he takes the latter course, we feel that this sales executive would be entirely willing to withdraw his objection to our plan.

The argument against making

AND ALSO THE  
*Biggest December!*

JUNE—

JULY—

AUGUST—

SEPTEMBER—

OCTOBER—

NOVEMBER—

*And December!*



*E*ACH, this year, has been the largest issue of *Harper's Bazar*, compared with the corresponding months of past years, ever published. In both advertising lineage and advertising revenue.

*Harper's Bazar*

2/- IN LONDON

50c

10 fr. IN PARIS

"A CLASS MAGAZINE IN A CLASS BY ITSELF"

*Enlist in the Fight Against Tuberculosis*  
BUY CHRISTMAS SEALS

free-goods offers should not, we contend, be directed against the practice itself so much as against the method of presentation. We believe our method (and retailers so inform us) instead of stimulating price cutting, has materially checked it. The plan eliminates the danger of cutting for the following reasons:

1. Because of the druggists' implied promise not to cut.

2. Because his competitors know the circumstances under which he accepted the free-goods deal.

3. Because the limited quantity of free goods does not justify a cut.

4. Because the druggists have been told that if they do cut, they will not be given the advantage of any possible future deals.

5. Because they have been told that instances of cutting will be reported by competitors.

6. Because of their honest wish to maintain prices and a natural inclination to support the manufacturer who tries to protect them.

7. Because our guarantee of a profit or money refunded removes the incentive to cut in order to recover investment.

Our distributors have benefited not alone through the sale of the free goods, but because they were not called upon to meet cut-price competition. To get the full force of this contention, it is necessary to believe, as we believe, that the average druggist who, in answer to our questionnaire, expressed himself as opposed to price cutting, is not only willing, but anxious, to support his position in fact as well as in theory, and that he will do so and has done so whenever there was evidence of a sincere effort on the part of the manufacturer to co-operate with him. If any doubter could but read the thousands of letters and cards now in our files he must be skeptical indeed if any suggestion of insincerity persists in his mind.

Our free-goods offer was not made for the purpose of making sales. If it had been, we would never have limited the quantity a

dealer could buy nor restricted the distribution. Our object was to gain the good-will of those dealers who sympathize with our price-maintenance policy and to encourage their co-operation through offering them substantial evidence of our appreciation.

Nothing contained in the foregoing is intended as an argument in favor of free-goods deals offered to all retailers, indiscriminately and in any quantities. Unless the manufacturer can devise a plan that will minimize the danger of price cutting, free-goods offers should be avoided.

### United Publishers Corporation Starts New Service

The United Publishers Corporation, New York, has organized the Bureau of Business Economics, which will offer an accounting, engineering and research service in the department store, textile, boot and shoe, automotive, iron and steel and hardware fields, etc. The principal office will be located at New York with branch offices at Washington, Chicago, Philadelphia, Cleveland, St. Louis, San Francisco and Boston.

C. G. Phillips, president, informs **PRINTERS' INK** that the new service will be directed by Arthur Lazarus who has been appointed managing director. Mr. Lazarus was at one time chief of the cost accounting bureau of the Chamber of Commerce of the United States.

### McNichol & Taylor Elect S. A. Stephens

McNichol & Taylor, Inc., Lynn, Mass., maker of shoe lasts, has elected Samuel A. Stephens second vice-president. He was formerly sales manager and designer for Goodwin Brothers, also of Lynn.

### Gridley Adams Joins Florida Development

Gridley Adams, formerly executive secretary of the National Council of Business Mail Users, has been appointed director of advertising of the Key Largo City Properties, a Florida development.

### Joins Detroit Printer

Ralph M. Douglass, recently with the Detroit Institute of Technology, has joined the Cadillac Printing Company, of that city, as a service representative.

A. G. Davenport, formerly advertising manager of the Connecticut Telephone & Electric Company, has joined the Epom Corporation, New York, in a similar capacity.

## What is Over-lapping Circulation ?



O far as it is possible to determine, every person in group one\* who reads magazines, reads at least four different publications.

If your advertising appears in three of these publications, their circulations over-lap and your advertising dollar shows a diminishing return.

No man truly knows just what magazines duplicate others or exactly to what extent.

Such figures are difficult to secure, and once secured are not always dependable.

TRUE STORY is an original magazine! We know that because it is the *first* true story magazine, and has built up a distinct audience. The likelihood that the readers of TRUE STORY are readers of many other magazines is very improbable—every investigation we have made,

or that others have made, shows that TRUE STORY does not overlap any other publication or any other group of publications to an appreciable extent.

We call TRUE STORY'S circulation "The Necessary Two Million+" because unless you use it, you are very apt to miss a large part of the public which is essential to the success of your advertising campaign.

\*Ask us about this.

# True Story

*"The Necessary Two Million+"*

**"GREATEST COVERAGE—LOWEST COST"**

ANOTHER INTERESTING SALES RECORD of THE 49<sup>TH</sup> STATE

# A 45% Gain in Sales for Dutch Masters Cigars in The 49<sup>th</sup> State

--using The St. Louis Globe-Democrat Exclusively

**M**ARK up another advertising success for *The Newspaper of The 49th State*.

New sales records for Dutch Masters Cigars are being established in the St. Louis territory. . . .

. . . . A 74% increase in one month over the same month of a year ago. . . . Gains of 40% and more during five of the first nine months of the year . . . and not a single month in which the gain has been less than 30%.

. . . . an average monthly sales increase of 45% over the first nine months of 1924.

It's an outstanding record in cigar sales . . . accomplished by advertising *exclusively* in The St. Louis Globe-Democrat.

Consistently for four years Dutch Masters Cigars have been advertised in The Globe-Democrat—*exclusively*—with the exception of 1924, when the second St. Louis paper carried 8,038 agate lines and The Globe-Democrat carried 7,530 lines.



St. Louis **Globe-Democrat**  
St. Louis' Largest

F. St. J. Richards - - - New York  
Guy S. Osborn - - - - - Chicago  
J. R. Scolaro - - - - - Detroit



This year, with the entire appropriation concentrated in The Globe-Democrat, *St. Louis' Largest Daily*, sales are far greater than during the same period of last year, when the appropriation was divided between the two papers.

In considering the media to carry this year's enlarged campaign, the manufacturer, advertising agency and St. Louis distributor were unanimous in their choice of The Globe-Democrat. The Globe-Democrat alone.

Results in previous years proved to them conclusively that The Globe-Democrat yields maximum returns from advertising dollars spent to influence men in this great market.

Results this year have proved it again. 17,078 lines used exclusively in The Globe-Democrat have carried Dutch Masters to a 45% increase in sales.

And this gain represents practically solid turnover of retail stock.

According to The Stickney-Hoelscher Cigar Company, distributors, St. Louis, thorough distribution in The 49th State was secured during their first twelve months of Dutch Masters advertising in The Globe-Democrat, starting in May, 1923.

We don't know how many smokers there are among the 1,100,000 families in The 49th State, but we do know that *St. Louis' Largest Daily* reaches more of them than any other St. Louis newspaper even claims to reach.

Manufacturers and sales organizations selling merchandise purchased by men can obtain some mighty interesting and enlightening facts about this market from the Service and Promotion Department and the Research Division of The Globe-Democrat, and from the nearest representative. Ask him to call.



**Globe-Democrat**  
St. Louis' Largest Daily

C. Geo. Krogness - San Francisco  
Dorland Agency, Ltd. - London

## *An Idea for the Man who makes a Good Spark Plug*

Concentrate your most intensive selling efforts, first and always, upon the Trading Center Market and the result will be:

### *More Economical Distribution*

58.1% of all auto accessory dealers are centered in the 663 Trading Centers of the United States. The other 41.9% are scattered somewhere among 131,000 places.

### *More Effective Distribution*

The Trading Center dealer is an active selling force. He is progressive—and in business to stay. He believes in advertising, window displays and other modern methods of attracting business.

The dealers doing business in Trading Centers welcome factory advertising in *Cosmopolitan*—and should. For 89.9% of its circulation is concentrated in 663 Trading Centers and 2124 immediately adjacent urban places.

## *Hearst's International*

*Combined with*

# COSMOPOLITAN

*Fight Tuberculosis—Buy Christmas Seals*

# How to Get Okehs from the Board of Directors

This Plan Can Be Used by Many Executives

By John T. Bartlett

MANY advertising and sales managers have not solved the problem of how to secure the board of directors' approval on advertising plans. They have conferences with the directors which are often far too lengthy, too frequent, and often unproductive. Too often, sound advertising plans must be discarded because faulty presentation failed to convince the directors that the ideas had merit.

For this reason, a number of executives may be helped by the following description of the case method of presentation, as developed by Allan Herrick, advertising manager of the United States National Bank, of Denver. His plan saves the directors a great deal of time, saves the advertising manager much time—and insures a prompt, accurate decision both by the manager and the board.

The basis of the whole plan is a large piece of wallboard. The writer did not measure it, but off-hand he would say it was at least eight feet long and three feet high. Sometimes, Mr. Herrick uses only one side of this: sometimes, two sides. He carries it into the meeting of directors, sets it up, and builds his talk around this wallboard.

There is no fixed formula for the presentation, which is made elastic to fit the individual situation, but in general, Mr. Herrick sets out to do these things:

1. Sketch the situation in connection with which advertising is proposed.

2. Outline one or more ways to advertise successfully against the background of underlying conditions.

3. Describe the advertising plan or plans, showing sample copy, etc.

4. Outline advantages of each plan proposed.

5. Outline *disadvantages* of each plan proposed.

Before elaborating on this case method, let us consider the difficulties generally encountered in working with a board of directors. The advertising or sales manager has decided on plans which he personally considers are the right ones to follow. With these in a more or less complete form, he goes before a board of directors. His job is to sell the plans to the directors—a task, which, as many, many executives know, may be anything but an easy one. His presentation is likely to be that of any salesman—deliberately playing up the advantages of the plan, and being silent, in a quite sincere manner, about the disadvantages which he has weighed and considered of little account.

## ANTICIPATE OBJECTIONS

What happens, in a great many cases? One member of the board, or another, perceives a disadvantage or objection and discusses it. Another director mentions something else. Maybe, these disadvantages, had they been stated by the advertising manager, would have aroused little, if any, special interest. Now, discovered in another manner, they may easily lead into lengthy discussions and arguments.

A long session with a board of directors may very easily terminate, with a turn-down, and the executive is then up against the problem of developing another plan.

The case method, used by Mr. Herrick, does not bring the advertising manager before the board of directors in the role of a seller of advertising plans. Herrick sets out to cover the entire ground. He has come to a conclusion of his own, and one which, in many instances, is adopted by the board

of directors. At the same time, in presenting the plan he recommends, he does not fail to give the disadvantages as well as the advantages. Also, he frequently submits alternative suggestions. These, too, are presented with advantages and disadvantages. Using the big piece of wallboard, and his large rectangular pieces of paper, he can do this without cluttering up the presentation.

For example, a number of months ago, he went before the board of directors for plans for the advertising observance of the bank's anniversary. One side of the wallboard he covered with samples of anniversary literature issued by other banks. There were elaborate, costly booklets, and booklets which were not so expensive together with a full range of other bank anniversary advertising literature. He presented this side of the board to the directors first. "This is what other banks have been doing," he said in effect. "I believe we ought to do something quite different." Then he turned the wallboard over.

Here was presented, by the case method, a proposal for interior exhibits, on a miniature stage erected in the bank lobby, depicting the several principal epochs, known to scientists, in the history of Colorado going way back to pre-historic days. No bank had ever attempted anything of the sort before, and large institutions, as advertising managers know, are especially cautious in adopting very novel things. The board of directors adopted this plan, however, and it was executed with very gratifying success.

#### A COMPLETE PRESENTATION

Then there was a recent presentation in which Mr. Herrick proposed an advertising effort to develop business for the bank out of the enormous sum being spent in Denver for building. First, he showed what Denver had spent for homes in 1924. He indicated, roughly, how much of this had been financed with cash and how much with loans. He indicated, also roughly, how much of the

business the bank had been getting in the past. He gave the number of concerns dealing in building material, the number of real estate agencies, and the number of building tradesmen.

Other figures gave the estimated amount of building for 1925, and the estimated portion the building tradesmen would receive, and what they would save.

The presentation, which was principally statistical, showed conclusively that Denver home building was a field which a bank could logically cultivate in an effort for new business.

Then, Mr. Herrick presented three different advertising plans designed to get more of this business.

One proposal was the use of a little novelty patterned on an idea originated by the advertising department and used at industrial exhibitions. This novelty had been very successful, indeed, for the bank. It consisted of a piece of cardboard, attractively printed, in reproduction of the entrance to the United States National Bank. At the top, was a slot, through which the user could put change, as a sealed small manila envelope was attached to the back. The manila envelope carried advertising matter, to the effect that savings accounts could be opened with an amount of \$1 or over.

The proposal put forward by the advertising manager was that one of these be created portraying a home. The advantages were that it would be cheap, suggestive of home ownership and easily distributed. There was one principal objection to it, and Herrick listed it. This was, "Pretty small stuff." The bank directors thought so, too.

Suggestion number two was that the bank conduct an "Own your home" club along the line of the Christmas club. Besides securing business directly, this could be counted on, it was felt, to secure the good-will of firms in the building material field. The disadvantages listed included the fact it was an untried plan, and that a relatively small number would be interested in using it.

The main disadvantage listed by

# The Nooks and the Corners

**A**DVERTISING that skims the surface doesn't have much of a chance to pay profits.

In order to make dealers happy in their distribution of your merchandise, your advertising should have a compact audience in the territory served by those dealers.

Here is one reason why Chicago and its 40-mile radius is such a profitable market.

The Chicago Evening American has 92% of its immense circulation in Chicago and suburbs. This **CONCENTRATED COVERAGE** enables the advertiser to sell quickly and economically.

Covering Chicago without the Evening American is out of any sales picture; it simply can't be done.

## CHICAGO AMERICAN

A good newspaper

*Largest circulation of any Chicago evening paper and  
the third largest evening paper circulation in America*

Herrick to the plan which was finally adopted was its cost. This plan included a booklet, copy for which the advertising manager had along for the consideration of the board of directors, and a series of newspaper advertisements, the initial one of which was presented on the wall board in proof form. The booklet was entitled "How to Own Your Home." Further, there was provision for calling the campaign to the attention of building material dealers, real estate men, and building tradesmen of the city. One of the principal advantages cited was that this would give the bank opportunity to get over a message of the weight that it felt was merited by the general situation.

The last plan was adopted by the directors.

## Who Has 100 Per Cent Distribution?

J. D. BATES  
ADVERTISING AGENCY  
SPRINGFIELD, MASS.

### Editor of PRINTERS' INK:

Have you published any articles on the subject of the value of advertising to a manufacturer who makes an article on which he has a monopoly because of exclusive patents, and on which he has virtually no sales or distribution problem because he is selling 100 per cent of the total market available? What has such a manufacturer to gain by advertising? Do you know of any who do advertise?

J. D. BATES ADVERTISING AGENCY,  
WM. B. REMINGTON.

A NUMBER of articles have been published in *PRINTERS' INK* and *PRINTERS' INK MONTHLY* describing the advertising campaigns of manufacturers who featured products on which they had exclusive patent rights. The purpose of this advertising is to guard against the time when these patent rights would expire. But this is merely one purpose. Still another is the fact that these advertisers realize that 100 per cent distribution is usually more of a vision than a reality, especially as applied to most patented articles.

It is necessary to cite only one fact in order to prove this point. A patented article is usually invented for the purpose of serving

one specific purpose or, at least, a limited number of purposes. The inventor, or the company pushing the sales of the invention, usually feels that these uses are about the only ones to which the product can be put. When they have lined up a large number of wholesale and retail outlets catering to the consumers who are considered logical buyers, it is considered that 100 per cent distribution has been achieved.

Now the fact of the matter is that, more frequently than otherwise, new uses for the product will crop up continually. Frequently, these uses do not necessitate new distributive outlets to cater to them. Often enough, however, the new uses do call for new outlets, and just as soon as that happens 100 per cent distribution gallops off into the distance and the manufacturer has to do some tall hustling to keep within lasso range.

These new uses come into headquarters unsolicited, if the manufacturer awaits them patiently. They can be made to come in more quickly, however, if the manufacturer advertises for them. Bakelite would hardly be entitled to the slogan, "The material of a thousand uses," if it were not for the advertising which this company sends out into the highways and byways of industry for the purpose of uncovering new uses.

So when a manufacturer says that he has 100 per cent distribution or that he is selling 100 per cent of the total available market, the chances are about nine and two-thirds out of ten that he has nothing of the sort or is doing nothing of the sort. What is more, a well-planned advertising campaign would very quickly convince him of this fact.—[Ed. *PRINTERS' INK*.]

## Time-O-Stat Appoints Olson and Enzinger

The Time-O-Stat Corporation, Milwaukee, has placed its advertising account with Olson and Enzinger, Inc., Milwaukee advertising agency. This concern manufactures a device which automatically controls water heating apparatus.

# How Does A Publisher Buy Goodwill?

**T**HE files of The Detroit News contain hundreds of letters from advertisers and agencies commending The News for merchandising assistance given.

These letters are all voluntary expressions of good-will toward The News. They represent a result of The Detroit News' good-will toward its patrons.

Good-will is thus purchased by good-will.

Every advertiser in The Detroit News automatically participates in various functionings of that good-will.

We cordially invite inquiries from both new advertisers and old, as to the help The Detroit News has to offer you in this most wonderful field.

*"Fight Tuberculosis—Buy Christmas Seals"*

## The Detroit News

*Greatest Circulation, Week Days or Sundays, in Michigan*



**IF YOU ELECT** to apply the McGraw-Hill Four Principles of Industrial Marketing, here are the steps to take:

1. **Market Determination.** Study each market for your product. Weigh its potential. Determine which industries are the profitable ones to cultivate. The place to start is with your own books. Classify your sales by natural buying groups. Then compile data on each industry in which your product can be used. Compare the two and you will see clearly where your biggest opportunity lies.
2. **Buying Habits.** Study the buying habits of the industries you decide to sell. Find out who are the buyers and how they buy. This will save the expense and wasted effort of "barking up the wrong tree."
3. **Channels of Approach.** Having located the real buyers direct your selling on them. Support your sales effort with advertising in the publications which have the greatest influence with these buyers—the ones they look to for information.
4. **Appeals that Influence.** Don't talk generalities in your advertising. Talk shop in the buyers' own language. Tell them how your product

will increase the productivity of their plants or will reduce costs. Performance facts are what interest them most.

Here you have a plan for successful selling which is simplicity itself. There is no patent on it, for the McGraw-Hill Four Principles of Industrial Marketing are plain common sense, coded and applied to the job of selling to industry.

1926 is approaching. If you want to apply the McGraw-Hill Four Principles of Industrial Marketing to your 1925 program, follow the above formula. If you need guidance, the McGraw-Hill Company may be able to help you. Obviously we cannot develop sales plans for many, but we can supply information and suggest methods which will make simpler a manufacturer's own plan building.

Fifty years of intimate contact with industry have given us a knowledge of markets and buying habits which is proving of great value to many manufacturers.

1926 is approaching. If we can be of service to you, please feel free to call on us. Our book "Industrial Marketing" will give you a good start. It will be sent gratis to any manufacturer who sells to the industries covered by the McGraw-Hill publications.

This advertisement is the seventh of the series which is appearing in the *New York Times*, *Philadelphia Public Ledger*, *Pittsburgh Gazette-Times*, *Chicago Tribune*, *Cleveland Plain Dealer*, *Detroit Free Press*, *Chicago Journal of Commerce* and *New York Herald Tribune*; in *Printers' Ink*, *Advertising and Selling*, *Peripatich*, *Class*, *Sales*, *Management*, and in the McGraw-Hill Publications. The purpose of these advertisements is to arouse a national appreciation of the need for improving industrial sales efficiency, and to awaken a keener interest in the correct principles of industrial selling.

McGraw-Hill Company, Inc., NEW YORK, CHICAGO, PHILADELPHIA, CLEVELAND, ST. LOUIS, SAN FRANCISCO, LONDON, PUBLISHERS OF

## McGraw-Hill Publications

REACHING A SUBSTANTIAL MAJORITY OF THE POTENTIAL BUYERS IN THE INDUSTRIES THEY SERVE

Mining Engineering & Mining Journal Press Coal Age Radio Radio Engineering Radio Trade Directory	Electrical Journal of Electricity Electrical Engineering	Power Chemical & Metallurgical Engineering Industrial Engineering	Automotive American Machinist Automotive Engineer Engineering International	Construction & Civil Engineering Engineering News-Record Transportation Electric Railway Journal Air Transportation
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# Doctor Cadman

will contribute a column of answers to readers' questions on ethics, morals, conduct, customs and religion in the Herald Tribune. His popularity may be estimated from the fact that he receives questions on his radio addresses from listeners in every state in the Union and many foreign countries at the rate of fourteen hundred a week. In this new feature of the Herald Tribune readers will find a clearing house for human emotions. He is wise, whimsical, educational, helpful, and uses his vast store of knowledge with an amazing facility. Dr. Cadman's column will run every day beginning January 3rd.

*in the*

New York  
**Herald Tribune**

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# A Gallant Company, Gentlemen, So Let's Not Hide the Fact

Mr. Avery Shows Mr. Bradbury That Books Are Not the Only "Caviar Products"

By Byram Avery

MR. BRADBURY in his article in the November 26 issue of *PRINTERS' INK*, has angered me. He has said things that are almost unforgivable. To him, Conrad seemed obscure, involved and hard to read so that until recently he was never able to get beyond a certain point in chapter seven of "Lord Jim." Shades of Clark Russell!

Yes, unlike Mr. Bradbury, I'm a Conrad fan. I can't take my Conrad or leave it alone and any efforts I have ever made to taper off a little have been as unsuccessful as my attempt to give up tobacco. But then I like tobacco and I like Conrad.

With Mr. Bradbury and his former attitude toward Conrad I disagree heartily. But with the general trend of his article I agree just as heartily, so much so in fact that I want to carry his arguments a step farther. I want to point out a few "intelligentsia products" which, through wise advertising and merchandising, have been taken out of the caviar class and put in—well, perhaps not the beans class, but at least in the class with Chicken Maryland. In the history of these intelligentsia products I think there is a pretty good lesson not only for the advertiser of books—who perhaps needs it most—but also for the manufacturer of any so-called "exclusive" product.

Some years ago, I was taking English 33 under Professor Damon. At the beginning of the course, he read off the list of English novels that were to be required reading for the year. Richardson, DeFoe, Fielding, Fanny Burney, Jane Austen, the Brontës, Scott, Reade, Thackeray, Dickens, Meredith, Hardy; the names rolled from his tongue

with a kind of joyous unction. As they rolled they beat into the faces of the class and a deep sigh arose from the front row. It was a sigh of unhappiness, of weariness. When he heard this sigh, a new light came into Professor Damon's eyes. Shutting his note book with a decisive bang, he leaned forward and spoke earnestly.

"Gentlemen," he said, "I am offering you the opportunity to meet a gallant company of story-tellers—and you groan."

That's it. A gallant company of story-tellers, and yet your opponent to mail-order book copy would have us believe that it is sacrilege to advertise this gallant company for what it is, a group of master spinners of tales. They want to keep certain books and certain authors in a little class by themselves, caviar for the intelligentsia.

## THE TRUTH ABOUT CONRAD

I never did meet Mr. Conrad but I have read his personal reminiscences and I know that at the bottom his attitude on sitting down to write a book was the same as the attitude of Zane Grey or Harold Bell Wright. He was starting out primarily to write a story. That he should distill his story through what we choose to call his art has not the slightest bearing on his standing as a story-teller. When Old Marlowe lights a cigar in the twilight he is not telling a story for the little group around his table, but for the whole world. And when we try to tell the world that Conrad is an artist, as though artist and entertainer are never synonymous terms, we are not only denying a vast section of our reading populace its proper amount of pleasure, but we are also cut-

ting down our possible profits in books.

One of the greatest adventure writers the world has ever known was DeFoe. Sea captains, sailors, cavaliers, bawds, officers of the law; the whole motley crew marches across his pages with a life and vigor that can be imparted only by the master. Yet the average reader knows DeFoe only for his "Robinson Crusoe," only half of which he has ever read. He knows nothing of Captain Singleton, Colone Jack, Moll Flanders, Roxanna and the rest of them because a certain class of readers, in their intellectual snobbery, have made DeFoe one of the forerunners of the great novelists, a mere cog in an unwieldy "movement" and not a teller of tales that will "keep the old folks from their beds." Oh, I'd like to write some mail-order copy for DeFoe!

Nothing has pleased me so greatly in some time as the receipt of a broadside from Charles Scribner's Sons. In an accompanying letter is the following paragraph:

Yes, ..... wrote about love. He treated the theme in as fine and direct a way as it has ever been treated. There is nowhere else in all literature such a wonderful exposition of the charm of the sensuous. .... was a philosopher—clean, unconventional outspoken. And certainly he is far from being dull. He is spacious and exhilarating.

Who is the author? What popular novelist? Well, he happens to be Meredith, George Meredith with his Clara Middleton, his Diana, his Richard Feverel. Yet I'll wager a first folio Shakespeare against "Frank Merriwell's Last Stand" that 90 per cent of the audience reached by this advertising has always shied away from Meredith as being a writer for highbrows.

Shakespeare. One of the greatest heart thumpers of them all is "Hamlet," yet the average man looks upon an afternoon of "Hamlet" as intellectual exercise and never bothers to take that exercise.

Fielding. How many have read "Tom Jones?" Yet if you want

something racy, full of sex and adventure, I don't know where you can be better pleased than in the pages of "Tom Jones."

So it goes down the list. The intelligentsia of every age have tried to keep their pleasure to themselves. They have stirred up such a smoke around the living fire of the great story-tellers that the average man sees only the smoke and finds it "obscure, involved and hard to read." Unlike Mr. Bradbury, he seldom makes the effort to get beyond the first chapter. If, like Mr. Bradbury, he does make the effort, his judgments are so colored by talk of art and letters that he gives up in disgust.

That's why I agree with Mr. Bradbury's judgment on book advertising. Forget "art," forget "literature." Dignity in books? There is no dignity in novels—there are only stories, and the book advertiser who sells stories instead of art not only increases his profits but also performs a real service to his public.

But "literary masterpieces" are not the only intelligentsia products. I could name a suprising list of such products if I only chose. Rather, I want to point out some products that might have been in that class if advertisers had not seen fit to broaden their markets and go after the man in the street.

The Victrola. What is more "caviar to the general" than great music? Yet Victor has put the greatest music in the reach of every home. The whole Victor sales policy has tended toward stepping up the taste of the Victrola owner, toward getting the Paul Whiteman fan to love Wagner and Bach. The Victrola, today, might be an intelligentsia product, but instead the Victor company has grown to enormous size and has become one of the greatest factors in musical education that we have witnessed in our times.

Sterling silver. For years sterling silver, better known as "solid silver," was an intelligentsia product. In the hinterlands it was rumored vaguely that the Astors and the Vanderbilts used nothing

# A Little Lesson in Logic!

IT seems to have become the fashion recently among New York newspapers to base their claims to advertising upon the frequency with which they are seen in hotels and in subways and other transit lines. A few merchants, appealing to the transient purchaser, have been impressed.

It requires logic, however, to arrive at the truth of the matter!

First, we have the *fact*: that THE WORLD has 45,000 more circulation directly within New York City than THE Times, its nearest standard sized morning competitor.

Then, we have the *paradox*: that seemingly more copies of its contemporaries are seen being carried away from the home than THE WORLD.

Which brings us to the *inevitable conclusion* that, both of the foregoing paragraphs being true, the vast bulk of THE WORLD'S circulation, with its unquestioned city supremacy, must remain at home, where it belongs!

Until general stores are opened in the subway, the circulation swept out of the trains at either end of the line isn't working very hard for the merchant who buys space!

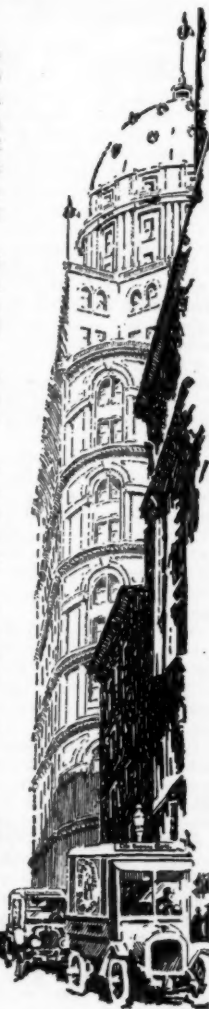
It's the circulation in the home that sells goods!

**The**  **World**

*The Three-Cent Quality Medium  
of America's Greatest Market*

PULITZER BUILDING, NEW YORK

TRIBUNE TOWER, CHICAGO



but solid silver, even for breakfast. Interesting, but not very nourishing for the manufacturer of sterling. Today, advertising has brought about a wider use of sterling silver back there behind the hills where, fifty years ago plated ware was a luxury and the morning broth was eaten out of a tin spoon. Silver manufacturers may not have tried definitely to bring this about, but they have performed the task, nevertheless.

Automobiles. Here is an industry built on turning caviar into beans. So successful has the industry been that certain viewers-with-alarm are already talking about the "automobile menace."

Let me mention just two examples chosen because they are recent. The first is Rolls-Royce. For years "Rolls-Royce" has been synonymous with "Wealth" and a capital "W." Today, the manufacturers of Rolls-Royce are making definite efforts to reach down into the lower price classes, not by cutting price but by showing the economy of owning a Rolls-Royce.

A few months ago, Oakland came out with a series of advertisements announcing big price cuts. A car that had been in the \$1,200 class was dropping to the \$1,000 class. Newspaper figures on Oakland production show that this policy has increased production.

You might go on down the line, giving example after example of products that might very well be in the intelligentsia class but are today products of wide consumer use.

Oh, there is merchandising snobbery as well as intellectual snobbery. There are advertisers who prefer to keep their "Fifth Avenue-atmosphere" when they might be selling on every Main Street. Maybe they like it but I can't see how it is particularly helpful to their pocketbooks.

Yes, Mr. Bradbury, you administered a well-placed blow on the head of the nail. Let's forget snobbery, whether it be of the intellect or of the market. Let's get out and sell products to the

people. Give them what they want by showing them why they want it.

It is easy enough for a proud old literateur to sit in his library and deplore the "cheap" advertising which is debasing his favorite books. But so long as writers write because they feel the irresistible urge to tell stories, so long as men read books because of the plot, and poetry because of its music, advertising that tells men where they can get the best plots and the best music will be far better, both for the public and for the advertiser, because it will get readers for great books because they are great stories, or users for good products because they should be popular products.

### Advertise Endorsement of Code of Ethics

Full-page newspaper advertising was recently used by a number of Miami business firms, endorsed a code of advertising ethics adopted by the Miami Advertising Club. This code was described in the November 19 issue of *PRINTERS' INK*.

In the advertisement, the code is printed in full, with the seal of the Associated Advertising Clubs of the World at the top. On either side of the seal are the statements: "Officially Accepted by the Advertising Club of Miami" and "Endorsed by the following Named Business Men of Miami." The names of twenty-four Miami firms appear at the bottom of the copy.

### To Publish New Quarterly Magazine

The Parade Publishing Company, New York, will publish in December, the first issue of *The American Parade*, a quarterly magazine devoted to literature and current topics. It will have a page size of 8 1/4 inches by 5 1/4 inches. Miss Louise Rice is advertising manager and P. de S. B. Crawford is business manager.

### H. D. Slater Buys El Paso, Tex., "Times"

H. D. Slater, publisher of the El Paso *Herald*, has bought the *Times* of that city. The two papers have been consolidated under their present names.

### Now Grossman & Scardefield

John S. Scardefield, who has been conducting a merchandising service at Cleveland and Pittsburgh has formed a partnership with Herbert Grossman. The new company is known as Grossman & Scardefield.

## **New Orleans Merchants Buy Space for Results - - - and Get Them!**

NO one knows the pulling, paying power of The Times-Picayune better than the New Orleans merchants. On week days as well as Sundays The Times-Picayune is their first choice. On week days as well as Sundays The Times-Picayune regularly leads all New Orleans papers in advertising of department stores, foodstuffs, tobacco, toilet requisites, women's wear, men's furnishings, women's shoes, men's shoes and practically all other standard classifications of advertising whether the appeal be directed to women buyers, to men buyers, or to both.

For instance, The Times-Picayune printed more week day advertising of women's wear in October than the second and third papers combined.

The settled judgment of New Orleans merchants deserves the most thorough consideration of every manufacturer now marketing or planning to market his goods in the South's first city and its trading zone.

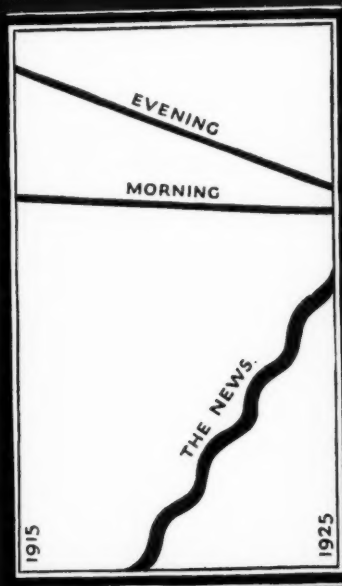
## **The Times-Picayune**

**FIRST FOR THE SOUTH**

**Most News    Most Circulation    Most Advertising    Most Results**

Representative newspaper in "A Study of  
81 Principal American Markets," published  
by the 100,000 Group of American Cities.

Representatives: Cone, Rothenburg & Noce, Inc., New York, Chicago, Detroit,  
St. Louis, Kansas City and Atlanta; R. J. Bidwell Co., San Francisco and Los Angeles.



Total circulations of all standard size New York Morning newspapers, according to Government statements, for six months' period

ending Oct. 1, 1915, 1,412,713

ending Oct. 1, 1925, 1,415,953

Decrease 47,577 - 3.3%

Total circulations of all New York Evening newspapers, according to Government statements, for six months' period

ending Oct. 1, 1915, 7,303,440

ending Oct. 1, 1925, 7,415,953

Decrease 496,477 - 6.8%

Total circulations of all standard size New York Morning and Evening, according to Government statements, for six months' period

ending Oct. 1, 1915, 8,716,153

ending Oct. 1, 1925, 8,831,906

Decrease 114,024 - 1.3%

# 10 YEARS of New York newspaper circulation history told in 3 lines

CONSIDER the chart: in the last ten years in New York City the total volume of standard size MORNING newspaper circulation has decreased 3.3%—the total circulation of all standard size EVENING papers has shrunk 25.6% & & The total circulation of ALL standard size papers, morning and evening, has decreased 16.2% in ten years—despite the fact that New York's population has had an increase of about a million people in that time.

BUT the tabloid News, starting from nothing in 1919, has gained almost a million circulation in the past six years!

The national advertiser has a tremendous new vital growing force in The News. With the largest circulation in America, morning, evening or Sunday, it is the first medium available that covers the whole city market & With the small page in the tabloid paper, advertising is made more efficient, more easily seen and read, and suffers less from competition & And the cost is much lower! & & Get the facts!

## THE NEWS

*New York's Picture Newspaper*

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

October Circulation Averages: Daily 750,000—Sunday 1,000,000

To cover  
Greater Detroit  
*right* you cannot  
do a real  
job without *both*  
evening newspapers—  
and two  
Sunday papers—  
of which the  
Sunday Detroit Times  
*must* be one—

*because*

in three years, in a new field,  
it has come from nothing to  
more than 280,000 net paid  
circulation—which indicates  
remarkable public demand,  
doesn't it?

# We Based Our Window Displays on Actual Tests

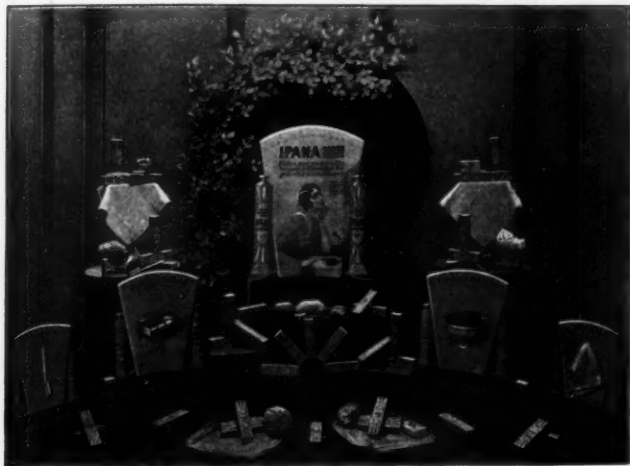
By So Doing, We Have Cut Down Wastage Tremendously and Increased the Pulling Power of Our Displays

By Lee H. Bristol

Advertising Manager, The Bristol-Myers Company

THIS is an account of a trip covering nearly 30,000 miles and of some of the things that I found out while making it. It took the better part of 1924 to cover that distance. The purpose of the trip was to investigate dealer co-

quainted with the druggist and to learn, at first hand, what are the factors in his relations with manufacturers that influence him, either in supporting or ignoring their merchandising, advertising and selling efforts.



BRISTOL-MYERS WAS NOT AFRAID TO PLAN AN ALTRUISTIC DISPLAY WHICH FEATURED OTHER ITEMS AS WELL AS IPANA

operation as practiced in the retail trade of the United States. Incidentally, I took occasion to study hardware, grocery, haberdashery, and other retail stores.

I was about to accept the advertising managership of the Bristol-Myers Company. My job was to put Ipana tooth paste on the dentifrice map. In accomplishing this job, the co-operation and the support of the druggist was necessary. It was, therefore, thought wise for me to get ac-

So I set out on the journey that was to take me a distance greater than a trip around the earth. The assignment turned out to be pleasant as well as valuable. It was not confined to an arbitrarily made up route. Part of the trip was made by automobile; the rest of it by train. Naturally, I did not call on all the druggists in each section covered. I did visit enough of them, however, to make the information assembled more than a generaliz-

ation. The trip embraced all the big cities, most of the large towns and a fair percentage of the smaller places.

So far, I have found the writing of this article rather hard sledding. The reason is that I have been trying to avoid the too-frequent use of the perpendicular pronoun. The reader will appreciate, I am sure, that the story of my trip is a personal story and cannot very well be told without a liberal sprinkling of personal pronouns.

In approaching a druggist, I found it best to cover the subject without reference to any one product. I traveled as a representative of a display firm. If he knew in what line I was especially interested, the information he would give might be prejudiced. I approached the proprietor in this way: "Dr. Smith, I am not selling anything. I merely want to get some information. I am particularly interested in window and store displays. Don't you find that there is a frightful waste in the distribution of display material?"

As a rule, the question touched a sore spot. Nine times out of ten, the retailer would answer me by emphasizing: "I'll say there is," or its local equivalent. I would usually follow up that ice-breaker with a casual "why?" Then he would answer: "Simply because I receive vastly more of the stuff than I can possibly use."

"Well, you use some of it, don't you?" I would generally query at this point. "How do you decide which to use and which to donate to the junk man?"

"That's an easy one," would come the unhesitating answer. "I work with the manufacturers whose product is right. If I have window display material from three competing companies, I select the one for use that brings the most customers. Another thing: I avoid displays of articles on which there is naturally a slow turnover. I must give my windows to the fast selling lines."

"Doctor, do you actually get more display material than you can

use?" I would generally inquire at this point. The druggist would generally answer that question something like this: "We get too much poor material and not enough good material. We have two windows in this store. We aim to change the displays in them once a week. That means we could use 104 displays annually. But we do not get anywhere near that number of good ones. As a result, we use over and over again any high-class displays we get. We keep them until they are so worn and soiled that they are no longer usable."

#### UNIVERSAL PRINCIPLES

It is surprising that once an investigator discovers a principle, he will find that this principle applies universally. Druggists in Maine and in Missouri used almost the same words in expressing their opinions. Druggists in forty States told me they could always use more good displays. The window exhibits that create business in New Jersey are likely to be the same exhibits that the druggists of Wisconsin or California are finding the most profitable.

If there happened to be a large advertiser in a city that I was covering, I frequently took occasion to visit this manufacturer. In this manner, I checked the information that I was gathering with the experience of the advertiser. As a rule, the companies I called on were not in the drug or toilet goods field. When I told my manufacturer-hosts of the mission in which I was engaged, they sometimes asked me to be on the look-out for some specific piece of information for them. For instance, one hosiery manufacturer asked me to find out what percentage of a haberdasher's total business his hosiery sales would run. I did not make an elaborate attempt to get this information, but talks with a few dozen clothiers and haberdashers convinced me that the hosiery sales in a store of this kind should not run far from 5 per cent of its total sales. The importance of this information to a manufacturer is

## Are you selling *both* Mr. and Mrs. Sprat in your Boston Advertising?

Despite their differences in taste, *Jack Sprat* and his wife set a world record as consumers. So, too, the families of divided Boston will sweep the platter clean when the national advertiser analyzes carefully the circulation of Boston newspapers.

Through metropolitan Boston winds an unseen line of demarcation. It separates adjoining homes as surely as though a wall were built between.

Keepers of this boundary are the shades of Boston's past. Old custom and tradition hold the line across which neither group would think to step. Even the Boston newspapers find their readers confined by limits beyond which they do not pass.

The experienced advertiser knows that to reach these two distinctive groups he must use the papers that best cover each group.

One of these groups you may reach through one or more of several Boston papers. The other great group—the most important and responsive section of the Boston market from an advertising standpoint—you can cover *only* through the Herald-Traveler.

Let us send you "Business Boston," an instructive booklet that explains Boston's peculiar advertising situation in detail. Write for it now on your business stationery.



### BOSTON HERALD-TRAVELER

obvious. It gives him a yardstick with which to measure the efficiency of his retailers. A merchant whose sale of men's hose is not running up to 5 per cent is not getting his share of the business.

Another thing that I tried to determine on this trip was whether or not it is necessary to buy the retailer's co-operation. There is a school of opinion in the drug trade which holds that the only way a manufacturer can get the druggist's windows is to pay for them either directly or with free goods or special rebates. In fact, the practice of giving free goods for window co-operation is a common practice in the trade. After talking to many hundred druggists, however, I became convinced that it is not necessary to give the druggist any emoluments whatever for the use of his windows. To be sure, if a druggist is offered something for the use of his window space, he may accept it. It is also true that some of the chains have a fixed rental for their windows. But the vast majority of good merchants in the drug field do not expect to be paid for their display space.

Let me say here, parenthetically, that throughout this article I am referring to the methods and opinions of the more progressive class of drug merchants. Goodness knows that I encountered enough of the old-fashioned type of pharmacists on my trip, but not so many as one would suppose. The druggist, today, has keen competition. To succeed at all, he must combine the qualities of a good business man with the ideals of the conscientious professional man.

The last statement, by the way, explains why a good merchant is not anxious to sell his window space. Window displays are one of the small merchant's best advertising mediums. Many retailers do not advertise in any other way. I do not say that they should not advertise in other ways. I am merely recording the fact that they do not. This being the case, a window is worth more to a merchant in selling power than

it is as a source of rental, whether this rental be in money, free goods or a rebate. The good merchant knows that he must use his windows to help sell goods. He has learned from experience just what kind of displays are the most effective in selling goods. He, therefore, uses displays of this kind, quite regardless of whether or not he receives an emolument from the manufacturer for using them. Nine times out of ten, the displays that he is offered payment for using are displays which would conflict with his window display policy. In other words, these paid-to-use displays are likely to be for goods which the druggist does not care to push, either because they are slow sellers, are not profitable, are not in season or are undesirable as leaders for some other reason.

It is astonishing how much of the advertising material the druggist receives from manufacturers is totally out of harmony with the fittings, atmosphere and character of the store. A retailer who has a fine appearing store cannot afford to use display material that is cheap and tawdry. Tons of advertising material are wasted every year for this reason.

#### INTERIOR DISPLAYS

Somehow or other, we usually think of display matter in connection with the retail merchant's show windows. It is a fact, though, that dealers use a lot of this matter inside their stores. They will often use window exhibits as ledge pieces or as show case trims, after it has been first shown in the window, provided, of course, the material is artistic enough for this purpose.

There is another notion that my investigation exploded and that is that the chain drug stores will not use manufacturers' displays. Of course, I know that some of them use their own displays almost entirely. But even in these chains there is occasionally an opportunity for a manufacturer to have a display accepted. It must, obviously, be something exceptional. There are a

## Two Days — Two Papers ONE RATE

For that twice-a-week New Orleans schedule, the Item and Tribune combination is made to order. Concentrate your appropriation in the Item and Tribune **AT ONE RATE**—and double its effectiveness.

Run Monday evening and Thursday morning or any other days, with a three-day interval, if you wish—the Item and Tribune give you **COMPLETE** coverage morning and evening, week in and week out—at one cost.

20c a line—for the **LARGEST** daily total circulation, the **LARGEST** daily city circulation, and the **LARGEST** carrier-delivered circulation in New Orleans.

**IN NEW ORLEANS IT IS  
THE ITEM-TRIBUNE**

# New Orleans Item-Tribune

# The Toys of Grown Up

Women are only little girls grown bigger. The same natural instinct that makes a little girl rejoice in "dressing up" herself and her dollies makes the big girl delight in the same things.



And men—consistent to the "slugs and snails and puppy dogs' tails" of their origin, are happiest when they have the "grown-up toys" of boyhood to work with and to play with.

To make herself and her children attractive, her home livable as well as lovely—this is the primary motive of woman. Hence her interest in the household and personal sections of the family newspaper. Also in the advertisements that tell what is modish, where it may be purchased and at what price.

Where is the man who does not love the

to the  
stores  
Look  
you w  
are th  
In Cin  
mercha  
like, a  
ware,  
and ac  
their a  
any oth

# CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

# Up Children



hardware store or the electric shop? A saw, a hammer, a brace and bit — the last word in masculine delight!

Merchants are practical psychologists. Their prosperity is in direct proportion

to the success with which they link up their stores with these elementary human desires. Look over the entire field of retail trade and you will find that the really successful dealers are the advertisers.

In Cincinnati the leading dealers in women's merchandise, gift goods, toilet articles and the like, as well as the merchants who sell hardware, electrical appliances, automobiles, tires and accessories and men's wear place more of their advertising in the Times-Star than in any other medium.

# THE TIMES-STAR

*Member of Audit Bureau of Circulations*

number of chains, on the other hand, such as the Owl stores, that give manufacturers splendid co-operation. They are always willing to use any suitable advertising material that the manufacturer may have to offer. However, it is never advisable to send advertising helps to a chain without its permission. In fact, this applies to any kind of a store. My ramblings have convinced me that sending unsolicited advertising material to the trade is one of the greatest causes of waste.

I am presenting but a mere skeleton of the information gleaned in my countrywide investigation. Space does not allow me to go into greater detail. I have dwelt mostly on data secured about window and store displays, although my questionings were by no means confined to this subject. I tried to learn everything that would help the Bristol-Myers Company to market Ipana tooth paste. Naturally, considerable attention was paid to the advertising displays part of the research because in a field such as ours a goodly proportion of the manufacturer's appropriation is put into dealer helps of various sorts. It was my intention to put the information to practical use as soon as I assumed the advertising desk in New York.

This intention has since been carried out. While we are advertising in many ways, we have already become extensive users of window displays. There are much larger users of display material than the Bristol-Myers Company, but we aimed to be at least as careful as any advertiser. The chief object of my investigation was to find a yardstick by which the sales value of a display could be measured. I did not find it. There is no such yardstick. Each advertiser must find out for himself, by actual test, just what sort of displays will best sell his goods. There are certain principles which apply universally, but the details have to be worked out to fit each individual case.

In getting up our displays we followed the test plan. We tried

out three different display ideas over a period of fifteen weeks. While these three displays were being tested, we prepared an altruistic window set, without making a test. This display is called altruistic because it was designed to sell other things for the druggist in addition to Ipana. This trim advertised five things—Ipana, sponges, wash cloths, toilet soaps and tooth brushes. We asked fifty druggists what articles they would like to see included in this display as companions to Ipana. The four things mentioned above were the recommendations of the majority of the fifty merchants whose co-operation we sought. In making their selections, naturally, these druggists picked articles that they like to sell because they are profitable. Also, they accepted our suggestions that they select things that are not ordinarily advertised through the medium of window displays.

#### IPANA SALES JUMPED

Since the display was put into distribution we secured figures showing its effectiveness. In practically every instance where this display was checked, we found that the druggist's sale of sponges, wash cloths, toilet soaps and tooth brushes showed a considerable increase. And, what is, of course, most gratifying to us, the Ipana sales averaged 500 per cent increase.

In the meantime, our three other displays were being tested. In our display campaign, we have worked on the assumption that our windows are our mopping-up crew. That is what window displays really are. Hundreds of druggists told me that they so regard them. The public becomes half sold on many well-advertised products. In many instances, though, people do not immediately buy the things in which they become interested. They do not buy for many reasons. Perhaps they forget about their desire for the product or perhaps they put off buying because they do not know where the thing is sold. Here is where the window display does

its duty. It arouses the interest that other advertising first kindled. It reminds people to buy something that they had been thinking of buying. It lets people know where they can get a product that they have seen advertised. This explains why the Bristol-Myers Company is using windows so extensively to back up its other advertising.

Each of the three displays was tested in three drug stores. Each of the stores was of a different type. One is located in a city of 35,000 in New York; one in a town of 15,000 in New Jersey, and the other, a city of 30,000 in Connecticut. Each display was radically different. One was the type of display commonly used by dentifrice manufacturers. The second was whimsical in its appeal. The third display featured a dramatic tie-up with our periodical advertising.

Each display was rotated, receiving a week's test in each of the three stores. We followed each week's display with a week without a display, so that the effect of the first display would not become confused with the effect of the second display.

Our procedure in making these tests was, after arranging for the window, to assemble data from the druggist's Ipana invoices, covering a long period. In this way, we established the average sale per week on Ipana in this store and were then in position to tell how much the display increased the sale of the product. After the display was installed, that we might secure circulation figures and learn the attention value of the displays, men were stationed in relays outside the windows. These checkers remained on duty from the moment the store opened in the morning until it closed at night. They clocked not only the number of persons who passed the store, but also the number who actually looked at the window.

It is interesting to note that a window in which there is a heterogeneous showing of merchandise will attract a much smaller number

of lookers than a window tastefully trimmed with a few related products. Our tests indicate that more actual business comes from the simpler, easier-to-grasp windows. In the case of what we have termed the heterogeneous display, attention ran as low as 4.6 per cent, whereas in other cases it ran as high as 19.8 per cent.

Our record of results for the three displays averaged over the three stores showed sales increases as follows:

Display No.	1.....	394	per cent
"	2.....	249	" "
"	3.....	205	" "

These tests are made for a two-fold purpose: First, to determine the actual character of our forthcoming displays; second, to secure sales facts to use in marketing our displays to the drug trade. Figures based upon tests give us a form of sales ammunition hard to equal.

Display No. 1 is now in production and will be ready for use the early part of 1926. No. 2 will be slightly altered to increase its production power and will follow No. 1. The last display will be thrown into the discard as too low in sales-producing value.

In one store, the test proved that it is not an easy matter to switch people from one store to another. Our test in one of three stores showed that we held our own one week, lost 50 per cent in sales the second and came back rather strong the third week. However, we learned that our displays in the store which made the poor showing increased sales in neighboring stores which had always been better tooth paste outlets.

An aftermath of the tests offers what many readers may consider the most remarkable fact of all—we maintained in two stores a 500 per cent per week increase in sales for eleven weeks following the last display used; that is, an average sale of 500 per cent more per week than we enjoyed prior to the test.

We accumulated all sorts of figures of this kind as a result of the tests made in these three



# The Government Speaks— In The Country Gentleman

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Two great Government departments present their plans and policies in the December issue of *The Country Gentleman*—appearing just as the new Congress convenes.

Secretary of Agriculture W. M. Jardine writes on **LAWS AND THE FARMER**.

Secretary of the Interior Hubert Work writes on **THE END OF BLUE SKY RECLAMATION**.

It is significant that the two departments of Government that have most to do with the farmers of America should present their messages through *The Country Gentleman*.

Advertisers also can most effectively present their messages to the farm families of America through the monthly *Country Gentleman*—the foremost publication for those whose homes, or whose interests, are in the country.

# *The* Country Gentleman

*The Modern Farm Paper*

THE CURTIS PUBLISHING COMPANY  
INDEPENDENCE SQUARE, PHILADELPHIA, PENNA.

different stores. It must not be forgotten, that the tests were made with hand-made displays on which the art work was crude.

I said a while back that it is impossible to lay down any yardsticks that can be applied universally. I want to amend this statement by saying that we did discover some yardsticks in our tests.

The most important of them are that the value of a window depends upon the idea and that the success of a campaign is measured by the facts you gather through which you may merchandise it with conviction to your own sales force, as well as to the trade.

### Research Activities of Trade Associations

*Washington Bureau  
of PRINTERS' INK*

A RECENTLY issued report entitled: "Co-operative Industrial Research," will undoubtedly attract the attention of many trade association executives and members. It was published last week by the Department of Manufacture of the Chamber of Commerce of the United States and, according to the foreword, is a file of experiences gathered from many sources.

The foreword also points out that research or systematic investigation has so abolished rule of thumb and guesswork from industry and business that definite specifications are now the rule. It mentions the heavy expense for laboratories and equipment which limits that avenue of investigation to a few, and states that this condition has been largely overcome by the co-operative movement through trade associations in many industries.

No uniform plan or method has been followed by the trade associations in their work in industrial investigation. The co-operative work has been largely a search after fundamentals and facts by a wide variety of means, to produce practical results. Therefore,

this report, by outlining with more or less detail the research work of some sixty-nine trade associations, furnishes facts of suggestive value to all industrial organizations.

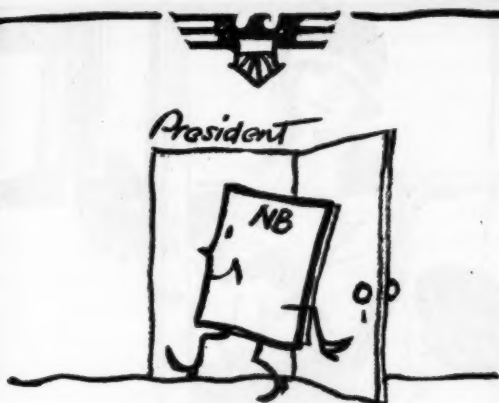
The report defines industrial research, discusses its value and application, and lists under scientific, general and economic headings typical studies conducted by various trade associations. It gives, from the experiences reported, excellent advice on the selection of subjects, the reporting of results, the use of data developed, the cost of research, the methods of financing, continuity of work, and some outstanding research programs.

As examples of what may be accomplished, the report presents at some length the economic and other research achievements of the National Cannery Association, American Bakers' Association, and the United Typothetae of America. The booklet also includes a list of associations with the research subjects they have investigated. This list does not purport to be a complete register of trade associations engaged in research work, nor a full record of the actual studies carried out. However, it does include the most important subjects handled and is made up from the replies of the associations to the inquiries of the Department of Manufacture. It is, undoubtedly, the most complete list of the kind yet compiled.

As with most of its publications, the Chamber of Commerce of the United States, Washington, D. C., will send a single copy of the booklet, "Co-operative Industrial Research," without charge, on request. If quantities are desired, arrangements can be made to secure any number at about the cost of printing.

### "Five and Ten Cent Merchandising" Sold

*Five and Ten Cent Merchandising*, published by the Lightner Publishing Corporation, Chicago, has been sold to the Retail Trade Publications, Inc., Cleveland. It will be consolidated with the *Variety Goods Magazine*, which is published by the latter company.



*Go along  
in with*

# **NATION'S BUSINESS**

*Washington*

*More than 207,000 Circulation  
(Member A B C)*



*"Beyond the horizon"*  
with Mrs. North College Hill

UNTIL a few years ago, the land along Hamilton Pike beyond College Hill was mostly woods and waving fields. It was then that a young couple, weary of apartment "cliff dwelling," looked "beyond the horizon" and found this beauty spot.

Here they built a home that fairly sparkles with smartness. And inside, Mrs. North

THE CINCINNATI

*"Goes to the home,*

College Hill conducts her housekeeping just as smartly. She has looked "beyond the horizon" for every possible housekeeping aid; mechanical servants save her time at every turn.

And she dearly needs this time. Her community is growing rapidly, there are constantly new activities to take part in. Not to mention the demands of the city proper, with its dinners and dances, its theatres and concerts, its blocks of inviting shops.

But in regard to this last—the shops—Mrs. North College Hill has found another way to save time. Every morning, The Enquirer is delivered to her home, as well as to 273 more of the 354 residence buildings in her community. Over the breakfast coffee, she scans the columns of this paper, seeking "beyond the horizon" for the new, the stylish, the efficient. When she finds what she wants—which is very often—it is only a few minutes by bus or motor car to the store whose announcement she has read.

Chances are, Mr. Advertiser, that your announcements are among those she reads and heeds. If not—they should be!

**N. B.** This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.

**I. A. KLEIN**  
New York Chicago

**R. J. BIDWELL CO.**  
San Francisco Los Angeles



# ENQUIRER

*stays in the home"*

# Why Red Is Advertising's Favorite Color

It Has Become the Most Workaday Color on the Artist's Palette

By W. Livingston Larned

A MANUFACTURER of old-fashioned red flannel shirts, bought for the most part by working men, was once asked why this color had been made the leader. Was it because of dyes or selling psychology?

The answer was quite simple. At one time, the mills had turned out woolen shirts in seven shades. Red was by far the most popular seller. "It is not unlike what happens at a sandwich counter," he explained. "The customer will ask the clerk what sandwiches he has in stock, and the clerk will name over a dozen different kinds, whereupon, in seven cases out of ten, ham will be selected. Workmen just seemed to want red shirts. Red is the most pleasing color in the world. It puts warmth and heart in people. They never grow tired of it."

This statement is interesting, and it is certainly borne out by the astounding preponderance of red as a color for use in advertising and for special marks of identification. Where but two colors are employed, it is said that 80 per cent use bright vermillion or its closest approximation, a very warm shade of orange, which is almost the same thing.

Red is the great advertising color. "When in doubt, use red," is more than a humorous phrase. Red seems to have more art possibilities than any other color. When judiciously handled it has a way of suggesting a three-color job, although black is the second plate.

The artist finds that he can secure a remarkably wide range of tints and shades when given red and black as his working pigments. The pure red, undiluted, thins off into at least seven pleasing intermediate tones, until it is a mere shadow of delicate pink, and the same may be said of the blend of black and red, in their several de-

grees, to secure a satisfactory selection of browns. Some red and black jobs deceive the eye. They lead one to believe that more color has been used.

Then, again, red means flesh tints. It means not merely a wash of pink over hands and face, but gradations of tones, red lips, pink and ruddy cheeks, the necessary glow to ears, and rich, shimmering brown hair. Red is a flexible color. Its practical uses are almost without number. Red suggests heat, light, sunshine. It is the living symbol of fire. It makes a composition tingle and glow.

Red is a target to the eye. People can't pass it by. The red flag, the red lamp, signify that red burns its way into popular consciousness. Yet red, when not directly associated with peril, is not in any sense repulsive. It is not a fright color merely because of its standardized use in this regard. On the contrary, it issues a cordial invitation to the eye and the senses.

## A VISUAL BULL'S-EYE

Many experiments show that people are unconsciously drawn to red. As a visual bull's-eye it has no equal. It has no equal as a companion color to black. The two synchronize perfectly and sympathetically. They never clash. The tiniest pin-point of color, a dot of red, in a large composition, will immediately attract and hold your attention.

The number of products using red as a special brand mark, as a distinctive and standard mark of identification, is really surprising. And the list grows, day after day.

An advertiser, accustomed to periodical pages in black and white, suddenly announced that beginning with the new year, two colors would become an added attraction of the campaign. Asked why this

decision was made, he responded: "Our competitors are not using color. We will steal a march on them. We believe it will prove a drawing card; it will be something different. The display value will be increased, naturally."

There was no feature of the product, of any color, which would seem to provide legitimate reason for the use of the color. The advertising department, however, studied the problem until red was set to work consistently. Situations were discovered which supplied the theme in every case, such as furnaces, going full blast, structural iron work painted the dull red known to everyone, and molten metal streaming into moulds.

The campaigns in two colors in behalf of tomato soup have been given the true appetite appeal because of the bright, shining red tomatoes, so naturally pictured, actual size. By using green as the key plate, other vegetables can be pictured successfully, or the leaves of the tomatoes, growing vines, etc. Red, however, seems to go best with black.

When Garland began advertising the patented heat-spreading burner it was the use of the spray of red flame that gave the pages life and realism. The visual suggestion of intense heat was there at a glance.

The Red Star oil stove has put its star in color, and at the same time is permitted to show flame devices naturally, an impossibility with black plates only.

An interesting example of how red, as a second color, can be made to assert its selling power, is indicated in a series of pages in farm magazines recently issued for Ruberoid roofing. The shingles, which are made the subject of the campaign, are red in color. Not only can the shingle itself, in large size, be shown as it actually is, but there have been remarkable vistas of villages, of farm areas, with hundreds of tiny red roofs of buildings.

When The Parker Pen Company began advertising its Scarlet Tanager fountain pen, the barrel of which was a bright shade of red, the second color came to the front as an important selling force. The

bird with its scarlet breast was an attractive feature all the while.

And red continues to catch the eye, to flag attention, to arrest the most casual vision. It is, unquestionably, the most popular color in the world and therefore the one best adapted to the various needs of advertising.

### New Accounts for Gardner Advertising Agency

The Hillsboro Beach Corporation, developer of the Boca del Fara, Fla., real estate development, has appointed the Gardner Advertising Company, New York, to direct its advertising account. Newspapers will be used for this account. The Glorient Company, New York, silk dyes, also has placed its account with this agency.

### Outdoor Campaign for Hollywood Hotels

The Hotel Bureau of the Hollywood, Calif., Chamber of Commerce is planning an outdoor advertising campaign to divert tourist traffic from Los Angeles to Hollywood. Poster boards on the highways leading into Los Angeles County will be used. The Los Angeles office of Lord & Thomas will direct this campaign.

### U. B. Groves, Advertising Manager, Nokol

U. B. Groves, formerly advertising manager of the Cellucotton Products Company, Chicago, and at one time with the Chicago office of Lord & Thomas, has been appointed advertising manager of the American Nokol Company, of that city, manufacturer of automatic oil heaters.

### Gifford Pearson Joins "Physical Culture"

Gifford Pearson has joined the advertising staff of *Physical Culture*, New York. He will cover part of New York City and New York State. Mr. Pearson was recently with *Arts and Decoration*, and, at one time, he was with *House & Garden*.

### A. E. Essig, Art Director, L. S. Gillham Agency

Albert C. Essig, who has been doing free lance work, has been appointed art director of the L. S. Gillham Company, Los Angeles advertising agency.

### Appoint San Francisco Agency

The advertising accounts of the General Mortgage Company and the General Pacific Corporation, both of San Francisco, have been placed with Norman F. D'Evelyn, San Francisco advertising agency.

# If you are advertising to women no campaign in Northern Ohio without the Plain Dealer

For years, the Plain Dealer has spared no expense—no trouble—no ingenuity to hold the interest of the women—to win their confidence—to inspire their enthusiastic support. Every day you can find the Fashion Editor in Cleveland stores, sketching a dress here, noting a hat there.

The Plain Dealer's Food Pages are prepared by Cleveland women for Cleveland women and their sisters in Northern Ohio. This newspaper also maintains a free lecture service which puts its Home Economics Editor at the disposal of any women's organization in its territory.



The Plain Dealer's Electrical pages—the first of the kind ever published by a newspaper—are full of real news of latest devices for making housekeeping easier, quicker and better.

Go to a club meeting

## *The* Cleveland Plain Dealer in Cleveland and Northern Ohio—Only Medium

J. B. WOODWARD  
110 E. 42nd St.  
New York

WOODWARD & KIM  
350 N. Mich. Ave., Chicago  
Fine Arts Bldg., Detroit

R. J. BLANK  
Times  
Los Angeles

# to women, remember this— Ohio can be complete Plain Dealer

in Cleveland and you'll find a Plain Dealer reporter on the job. Attend a social function and some one will point out to you the Plain Dealer Society editor or one of her assistants. Even advice to the love-lorn is not neglected.



In other words, the Plain Dealer's editorial policy is frankly molded to appeal to women as well as men. That is why 9 out of 10 home-delivered Plain Dealers stay in the home all day for the women to read.

If your product is one that is subject to the preferences of women (and women certainly influence most purchases these days) you can use Plain Dealer space with assurance beforehand that you will get the fullest attention and a warmth of reception. You cannot do the advertising job in Northern Ohio without the Plain Dealer. For in this teeming market the Plain Dealer has the BUYERS.

# Plain Dealer

**Medium ALONE ~ One Cost Will sell it**

R. J. BIDWELL CO  
Times Building  
Los Angeles

R. J. BIDWELL CO.  
742 Market Street  
San Francisco, Cal.

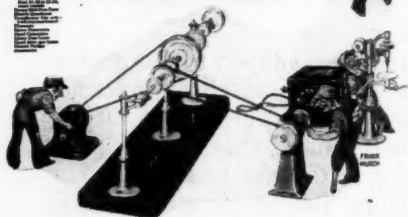
## The "Jiggety Guys" Speed Knapp Electric's Sales

## Humorous Advertising Characters Help Jump Sales 300 Per Cent for the Knapp Electric Corporation

**A**N example from the campaign of the Knapp Electric Corporation, maker of electric toys, shows that humor is an excellent stimulator of sales when it is properly put to work in an advertising campaign. In the current campaign the company has intro-

this very remarkable increase in sales is due this one factor. Other things helped, as will be pointed out, but the copy idea represented by the "Jiggety Guys" seems to have inspired a renewed interest in the Knapp line on the part of customers, dealers and the company salesmen.

The Knapp Electric Corporation was established in 1890—thirty-five years ago—by David W. Knapp. Something like two years ago the P. R. Mallory Company, already established in the field of tungsten and electrical specialty manufacture, at Port Chester, N. Y., acquired the business, reorganized the company and erected modern plant at Port Chester. Previous to this, very little advertising had been done, mostly small space in trade publications once a year, and practically no advertising to speak of to the consumer. It can therefore be said with truth that the first national advertising campaign put on by the company was that conducted during the



duced an element of humor into its copy while in last year's campaign the copy told its story "straight," or in the customary way. The sales results this year show a 300 per cent increase over last year, comparing all of last year with a partially completed season for this year. The season will not be over until the middle or latter part of December. It is not claimed by the company that

season of 1924-1925, a year ago, when, in addition to strong dealer copy in the trade publications, the story of Knapp Electric toys was taken to the consumer through a list of periodicals in the juvenile field and class publications covering subjects in which the mechanically minded boy is interested. This had the effect of introducing Knapp toys to the national market in a way that had never

---

## *Measure Miami's Population By The Miami Herald's Circulation Growth*

Using the multiple of four and one-half persons to the family, and multiplying the circulation of The Miami Herald by this figure will give a good estimate of the growth of Miami's population.

To reach this rich and growing new market you must use the Miami Herald, because it covers the field more completely than any other newspaper in a city the size of Miami.

*Following Is the Average Monthly Distribution of the Herald for 5 Months*

1925	Daily	Sunday
July .....	32,593	41,076
August .....	35,700	46,076
September .....	37,221	49,734
October .....	39,322	52,935
November .....	41,255	56,192

# *The* **Miami Herald**

*"Florida's Most Important Newspaper"*

FRANK B. SHUTTS, Publisher

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# Just how far an advertising agent can go in rendering a productive service

*A common-sense analysis for  
those who advertise for profit*

**I**N advertising agency service there are certain definite functions. Functions those experienced in the ways of advertising know.

They mark the line between getting the greatest dollar return for dollar spent and the least. Between great success, and indifferent success or failure.

For they mark the line between understanding and not understanding what an advertising agency can and cannot do.

\* \* \* \*

Productive advertising agency service starts and ends with the creation of "ideas" and "plans" in relation to selling, copy and merchandising strategy.

*It does not entail the execution of those plans, or the carrying out of their details.*

An advertising agent can develop outstanding merchandising plans. But no advertising agent can go out in the field and sell the goods. He is a planner of campaigns . . . not a word of mouth salesman.

\* \* \* \*

From his valuable fund of experience with many businesses, he can advise intelligently and invaluable on executive matters. But that is all. He cannot act as an executive of a client's affairs . . . no more than could a lawyer.

He cannot make a fatally sick business well. He functions within a broad, yet rigidly limited sphere of his

own. No business which could not succeed *without* him can succeed *because* of him.

Keep your advertising agent in that sphere. And you will gain winning service. For you have asked him to do only that which he is equipped to do.

He can multiply the effectiveness of your advertising by interpreting your product expertly to the public. He can, by intelligent co-operation, help your sales-manager immeasurably. But cannot take charge of that expert's department.

\* \* \* \*

Thus seasoned advertisers take the advertising agent only for what he is . . . as an expert in moulding public opinion favorably to their products. They limit his work to the preparatory work and planning directly essential to that end.

In that capacity, you need him. For no manufacturer can be his own sounding board of public opinion. He must be interpreted expertly to the public. Full rewards cannot come without this expert note.

\* \* \* \*

Work that way, and you will gain the utmost. For no one man can be all things in one. And thinking men, every day, are coming more and more to that belief of advertising agency service and to the knowledge, that rightly used, experienced advertising agency service is indispensable to business.

That seems simple common sense. And upon common sense, uncommon results in advertising rest. For the miracle of advertising is proved only by the magic it works when common-sense principles are applied.



## LORD & THOMAS

### Advertising

NEW YORK  
247 Park Avenue

LOS ANGELES  
1151 South Broadway

LONDON, ENGLAND  
Victoria Embankment

CHICAGO  
400 North Michigan Avenue

SAN FRANCISCO  
225 Bush Street

Each Lord & Thomas establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas units to the client's interest.

been done before by this company.

The copy story, last year, was told without the use of humor, or the use of any special advertising character other than the boy who was featured in the company's catalogue and most of the advertisements. This boy continues to be featured in this year's campaign, though the thing that causes the campaign of 1925-1926 to set itself apart with peculiar distinction from all previous advertising that the company has done is the use of the advertising characters already referred to, namely the "Jiggety Guys."

Since David W. Knapp started the business in 1890, the line of toys put out by the company has undergone gradual evolution and development. The line as it stands this year, to quote Mr. Knapp's own words taken from his "message to boys" in the current catalogue, permits boys "to own accurate models of the great electrical machines that are today such an important factor in modern life. Never," he says, "in all these years have I felt so completely satisfied as when I saw finished and set up before me the wonderful models which are offered you this year, and now described in the pages of this catalogue. For at last you can have not only motors, and power creating devices, but also accurate, beautifully made and reasonably priced models of the tools and machines which are electrically operated in the factories of the country."

The invention of the "Jiggety Guys" as advertising characters was inevitable, after one examines the toys, because the little motors, lathes, drills, presses, saws and transmission-lines and pulleys seem to demand a crowd of gnomes or brownies to run them. The happy inspiration that went the gnome or brownie idea one better was to make the advertising characters mechanics and machinists. Calling them "Jiggety Guys" was still another happy inspiration. The combination is one that is pretty hard to beat because hard to get away from. It has everything, both humor and good humor, while the

appellation, "Jiggety Guys," has a ticklish quality which appeals very pleasantly to the dealer's interest and provokes the juvenile's risibilities.

Another effective feature of the current campaign is the use of the slogan, "American Industry in Miniature," which is as neat a descriptive line as could have been devised for Knapp Electric Toys. It tells the whole story in four words.

It is with the "Jiggety Guys," however, that this story deals. They have been put to work in every department of the present season's campaign. In one consumer publication going to boys where a full page in color was used, the copy part of the advertisement occupied a comparatively small space in the centre of the layout, while all of the space surrounding it is taken up with illustrations of the "Jiggety Guys" playing with Knapp toys.

In one of the trade publications, a page was used to announce the national consumer campaign. The illustration shows a pile of magazines with two of the "Jiggeties" pulling down copies of the magazines. Across the whole picture is written the words, "National Advertising," in bold script, while in the upper left-hand corner appears the line, "American Industry in Miniature."

The "Jiggeties" are also featured in the catalogue.

One of the cleverest uses of the idea, however, is the way these little advertising characters have been employed upon the company's illustrated letterheads, which are made in the customary four-page folder style. On page one, the "Jiggeties" are shown in the right and left margins and across the bottom of both page one and page four. The company considers the "Jiggety Guys" as effective a sales stimulator to the dealer as they are an interest-arouser on the consumer. And therein lies a point quite frequently overlooked when a clever or humorous idea is devised for the consumer, namely, that the dealer is just as human as any consumer.

Food      Clothing  
and  
SHELTER

The experienced advertiser of Shelter products today realizes that the power of Color is no longer a debatable matter.

Be one of the steadily increasing number who, in 1926, are taking advantage of the lower costs and greater uniformity of printing result available through COLOR INSERT PAGES in

# THE CLASS GROUP

covering Better Homes—inside and out

**comprising**

## HOUSE BEAUTIFUL

GARDEN &amp; HOME BUILDER

## COUNTRY LIFE

## ARTS & DECORATION

ARCHITECTURE

**Walter C. McMillan, Inc.**

565 Fifth Avenue

New York

*Boston Office, 194 Boylston Street*

Travers D. Carman, Mgr.

Western Representative, Fred H. Ralsten Co.

17th Floor Tribune Tower, Chicago



## CIRCULATION IN M

In all principal cities of the United States, there are "busy corners" the mids  
Speaking in terms of circulation, outdoor advertising at such points represen  
any medium. Write for our "Twelve City Plan" in order to be formed on

550 West 57th Street  
New York City

General Outdoor Advertising

Branch Offices in 52 cities



## TION IN MILLIONS

the midst of teeming thousands, hour after hour and day after day.  
 represents the lowest cost per thousand it is possible to buy in  
 to be formed on the newest development in this medium of advertising.

Advertising Co.

Harrison & Loomis Sts.  
 Chicago, Illinois

French Office 52 cities

*These advertisers  
made our Nov-  
ember issue the  
biggest we ever  
had —*

It pays to advertise to the 50,000 live grocers, jobbers and brokers who are readers of THE PROGRESSIVE GROCER. Our growing list of advertisers includes some of the most famous names in the grocery field. In November are the following:

#### **Food Products and Grocery Specialties**

Anglo Corned Beef  
Beech-Nut Peanut Butter  
B & M Fish Flakes  
Borden's Milk  
Bon Ami  
Bre'r Rabbit Molasses  
Brookshire Cheese  
Campfire Marshmallows  
Canada Dry Ginger Ale  
Del Monte Fruits  
Dickinson's Popcorn  
Domino Sugar  
Dromedary Dates  
Gold Medal Flour  
Gorton's Sea Foods  
H P Sauce

Harding Fish Products  
Highland Maple Syrup  
Indianapolis Gloves  
India Tea  
Jello  
Junket  
Knox Gelatine  
Kraft Cheese  
Maxwell House Coffee  
Mueller's Spaghetti  
Nucoa  
Libby's Mince Meat  
Lemco Beef Extract  
Lowell Sprayers  
Octagon Soap Products  
Panco Soles & Heels  
Phenix Cheese  
Premier Salad Dressing  
Quaker Products

Raisin-Bran  
Reed's Butter Scotch Patties  
Royal Baking Powder  
Seald-Sweet Oranges  
and Grapefruit  
Shotwell's Marshmallows  
Spratt's Puppy Cakes  
Stereo Bouillon Cubes  
Tanglefoot Fly Spray  
Temptor Apple Butter  
Twin-Seam Work Gloves  
Virginia Sweet Pancake Flour  
George Washington's Coffee  
White House Coffee  
Worcester Iodized Salt

#### **Store Equipment**

Baker System Refrigeration  
Bowser Kerosene Outfit  
Burroughs Adding Machines  
Dayton Display Stand  
Dayton Store Machines  
Empire Store Fixtures  
Fairbanks Scales  
Ford Cars  
Gruendler Refrigerators  
Hubbard Delivery Boxes  
Hussman Freezer Counter  
Lipman Refrigerators  
McCaskey Registers  
McCray Refrigerators  
National Package Sealer  
No-Germ Display Stands  
Rotospeed Duplicator  
Sealright Paper Containers  
Sellmore Display Stand  
Thesco Refrigerators  
Toledo Scales

TRADE DIVISION  
THE BUTTERICK PUBLISHING COMPANY  
912 Broadway, New York

**The  
PROGRESSIVE  
GROCER**  
*Magazine of the Grocery Trade*

# Publishers Protest Railroad Rate Increase

Objection Is Made on Grounds That It Will Lead to Increased Second-Class Mail Rates

*Washington Bureau  
of PRINTERS' INK*

A MOST unusual petition was delivered to the Interstate Commerce Commission last week. In it, the American Publishers Conference vigorously protested against any increase in the present rate of railway mail pay, on the grounds that the increase requested by the railroads would have a tendency further to increase the postal rate on second-class mail.

If granted by the Commission, this petition will make the American Publishers Conference, with the Post Office Department, a defendant at the hearings before the Commission on the rate increases for which the railroads petitioned some time ago.

The petition of the publishers is signed by A. C. Pearson, national chairman, and William I. Denning, counsel for the Conference, and bears an appendix which names as members the following organization units:

The Agricultural Publishers Association, Associated Business Papers, National Editorial Association, National Publishers Association, and Southern Newspaper Publishers Association.

Evidently, this petition is largely the result of the administration's policy to pass along to the public all increases in the expense of the postal service, and the recent statement by the Postmaster General regarding the assured deficit for the present year. The petitioner states that it is a mutual and co-operative organization embracing the subsidiary associations and organizations named of owners and representatives of newspapers, magazines and other periodicals circulated through the United States mails, which associations and organizations send through the mails approximately 50 per cent of the total weight of all such publi-

cations handled in the United States mails.

According to the publishers' petition, numerous railroad common carriers have made application to the Interstate Commerce Commission for an examination of the facts and circumstances surrounding the transportation of the mails upon their lines and services connected therewith, and have alleged that the rates paid by the Post Office Department for the transportation of the mails and the service connected therewith are not fair and reasonable to the applicant carriers.

PETITION DENIES RATES ARE UNDULY LOW

After giving many reasons why the increases are likely to become a burden on the public and the publishers, and showing that they will be the basis of unjust and unreasonable increases in the postage rates on publications entered with the Post Office Department as second-class matter, the petition denies the claim made by the carriers that the rates now received for the carriage of the mails are unduly low and fail to provide fair and reasonable compensation. It also denies, among other allegations of the railroads, that the cost to carriers has so greatly increased that the rates prescribed by the Interstate Commerce Commission now fail to provide the carriers with fair and reasonable compensation, and arrives at the following conclusion:

"Wherefore, the American Publishers Conference prays leave to intervene and be treated as a party hereto with the right to have notice of and appear at the taking of further testimony, produce and cross-examine witnesses, and be heard in person, or by counsel upon brief and at oral argument, if oral argument is granted."

## Who Pays If Advertising Agent Fails?

HENRY E. MILLAR, ADVERTISING  
LOS ANGELES, CALIF.

Editor of PRINTERS' INK:

Some time ago, I believe, an article appeared in PRINTERS' INK to the effect that the Appellate Court of the United States had held that the advertiser was responsible for his agent.

That is, as I recall it, this responsibility being that if the agency failed the advertiser having paid the agency for the advertising, the court still held the advertiser was liable to the publications. This is an interesting point. Could you give me the reference to the issue in which this appeared or have you any data as to the responsibility of the advertising agency in releasing copy which the advertiser has approved?

I am of the opinion and wonder if I am correct in it, that the advertising agency is in point of law the agent for the advertiser, the latter in the eyes of the law being the principal and governed by the doctrine that a principal is responsible for the acts of his agent on his behalf.

HENRY E. MILLAR, ADVERTISING,  
HENRY E. MILLAR.

**WE** have no record of a report ever appearing in PRINTERS' INK which set forth that any court had ever held that an advertiser was responsible for the acts of his advertising agent.

Such a statement would indeed be a general one. In the matter of relationships between advertiser, advertising agents and publishers, generalizations on the law cannot be made. A court can only render a just decision on a question brought before it by any of these three parties according to the terms of the contract made between them. In other words, it all depends upon the contract, and contracts vary.

In view of these facts, it will be readily seen that no general answer can be made to the case cited by Mr. Millar. For the same reason, we cannot give definite information to fit any case on the responsibility of the advertising agency in releasing copy which the advertiser has approved.

Some time ago, Morris, Plante & Saxe, a law firm of New York, at the request of the American Newspaper Publishers Association, made a study of the legal

status of the advertising agent. A report on that study will be found in PRINTERS' INK of November 22, 1923, on page 10.—[Ed. PRINTERS' INK.]

## Name to Be Changed to Cantilever Corporation

The Morse & Burt Company, Inc., Brooklyn, N. Y., manufacturer of Cantilever shoes, has changed its name to the Cantilever Corporation, effective about December 10.

In announcing the change, Raymond P. Morse, president, said, "When the name of a product completely dominates the organization which produces it, there are several advantages in the factory having the same name as the product."

"Few people outside the trade know the Morse & Burt Company by name, because the emphasis in our advertising has been placed on 'The Cantilever Shoe.' Over \$2,000,000 has been spent up to date in advertising that trademark. We have purposely subdued our firm name in all magazines, newspapers and booklets."

## Rotary Machine Account for Evans Associates

The Electric Rotary Machine Company, Chicago, has appointed Evans Associates, Inc., advertising agency, of that city, to direct its advertising account. Building papers and laundry and cleaning publications will be used.

## Miss E. A. Harm Advanced by Leslie-Judge Company

Miss Emma A. Harm has been appointed business manager of *Film Fun*, published by the Leslie-Judge Company, New York. She has been with this company for several years.

## Globe Sprinkler Net Earnings Increase

The Globe Automatic Sprinkler Company, Philadelphia, reports net earnings of \$177,450 for the nine months ended September 30, compared with \$106,452 in the same period of 1924.

## Appliance Account for Mon- treal Agency

The Ottawa & Montreal Power Company has appointed Advertising Service, Limited, Montreal, to direct the advertising, in the Province of Quebec, of its household electrical appliances.

E. C. Barrows, recently with the *Detroit Free Press*, has joined the staff of Rolfe C. Spinning, Inc., advertising agency of that city.

Dec. 3, 1925

PRINTERS' INK

87

## BAKER FOOD PRODUCTS COMPANY

CABLE ADDRESS  
"BAPAGO"

SOUTH HALSTED AND FORTY-NINTH STREETS

CODES  
A B C FIFTH  
LIEBOW  
CROSS  
BENTLEY

CHICAGO, U. S. A.

March 20, 1925.

The Arizona Republican,  
Phoenix, Arizona.

Gentlemen:-

Your letter of March 5, with enclosures, has reached us, and we want to assure you that this is one of the nicest pieces of advertising co-operation it has been our pleasure to see.

The manner in which you assisted our Mr. Keightley in establishing brokerage and wholesale connections and then backing up the advertising with your own window display and illustrated letters to the trade is co-operation we value highly.

You have made the Phoenix market a very attractive one for us, and we trust that the results of this campaign will enable us to avail ourselves again and again of your aggressiveness and your enthusiasm.

With many thanks we beg to remain

Very truly yours,

BAKER FOOD PRODUCTS COMPANY.

  
SALES MANAGER.

WRK:Q

# How Common Is the Common Language?

The Copy Battle Still Rages

By Maxwell Droke

I CALL to mind the classic remark of the elder Absolute to Mrs. Malaprop: "Madam, I cannot well argue with you, since your every third word is on my side of the case."

Charles S. Knapp, in the October 22 issue of *PRINTERS' INK*, in an article entitled: "Why Pick on the Poor Copy Writer?"\* presents a colorful essay in defense of colorless words.

Says Mr. Knapp: "For the common people who compose the bulk of our readers, the common language is the surest vehicle of persuasion."

And from a distant pew I lead the "Amen" chorus.

But just how common is the common language? Must we necessarily restrict it to the well-worn words that mundane mortals repeat half-a-hundred times each day?

I interpret that term "the common language" to mean any word within the ken of persons sufficiently intelligent to appreciate the reading matter that nestles in cloistered columns alongside our advertising display.

We assume that a general periodical is purchased for the articles and stories it contains. This text matter must, of necessity, be couched in the common language—that is to say, a language within the comprehension of a common people—or the periodical will not long maintain mass circulation. But does this mean that writers of fact and fiction are restricted to a vocabulary of threadbare words? You will find your answer on the first text page of any more-than-a-million-circulation periodical you

happen to pick up at a news stand.

I see no logical reason why we should set one standard for our text pages and a distinctly different standard for advertising copy. Why shouldn't the vendor of soap or succotash vie with the author of best sellers to make his story colorful and appealing?

I do not countenance fine writing—wild outbursts of wind-swept words. There is no place in our advertising columns for empty, meaningless phrases. Nor in the text pages, either, for that matter. But sparkling similes and apt expressions are as warmly welcomed in advertising as they are in story or article. This is proved by so many conspicuously successful campaigns that one becomes dizzy trying to keep the count.

No, I cannot agree with Mr. Knapp in his keynote declaration in which he says: "Since they (the elusive readers) are not seeking us, but we soliciting their attention, we must address them in the words they use most frequently."

That is precisely what we must *not* do.

No one is greatly interested in the man who acts, talks and thinks exactly like a thousand other every-day mortals. It is the rare individual—the person with personality—who breaks into the headlines and has cigars named after him.

## BE DIFFERENT

Advertising copy, to attract attention, must be different. Note I did not say "sensational" or "bizarre."

This is frankly a plea for "different" words—colorful words—words that glitter and gleam in the spotlight of space.

We are agreed, I am sure, that

\*Other articles on this copy discussion will be found in the following numbers:  
October 29, page 116.  
November 19, page 17.  
November 26, page 89.

# There is a way

Do you know that there is a way of telling a story of fascinating interest about your product? A story that will be read and re-read many times over in those families whose interest you so much desire to reach?

True, such work does require the most unusual form of creative ability,—yet that is what we offer to you, now.

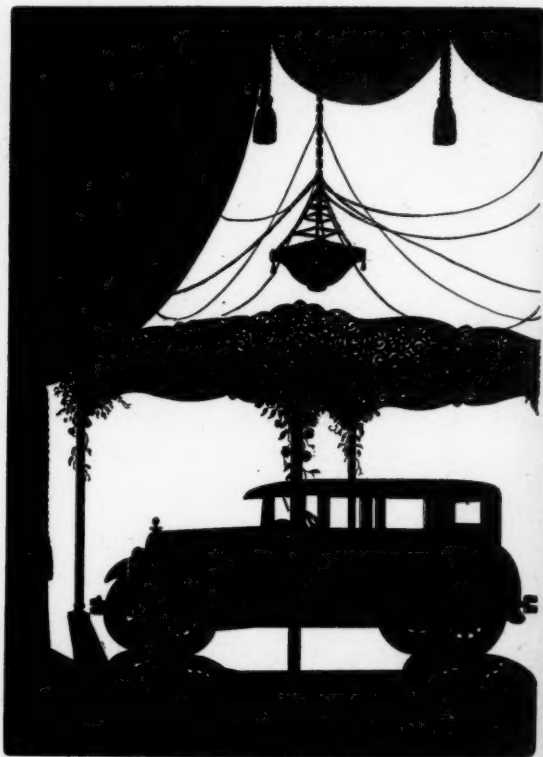
Write or telephone us for samples and further details.

## Charles Francis Press

461 Eighth Avenue      Telephone Lackawanna 4300

Printing Crafts Building, New York

# Cleveland's A



# The Cleveland

FIRST  
IN  
CLEVELAND!

NATIONAL REPRESENTATIVES:

250 Park Ave., New York City  
CLEVELAND, CINCINNATI, SAN FRANCISCO, SE

ALLIED N  
410 N. M  
ISCO, SE

# s Auto Show

**—opens Saturday, January 23d,  
in the Metropolitan Edition of  
the Cleveland Press.**

The fifteenth annual exposition of the Cleveland Automobile Manufacturers and Dealers Association, to be held at Public Hall, January 23 to 30, opens in The Cleveland Press Automobile Edition, Saturday, January 23rd. Cleveland people will get their *First* and their COMPLETE news of new models and methods in the automobile world from this great edition.

Your advertisement in this number will be as diligently studied, as carefully read as any and every line of news matter that we publish.

Never before has The Press been so well equipped to sell automobiles for you. A gain of more than 17,000 circulation since last year, 55,000 more Cleveland circulation than any other newspaper, more circulation than any other daily newspaper in the State of Ohio, and Cleveland's lowest advertising cost, PROVE the fact that The Press is your *First* Advertising Buy in Cleveland.

**The Press**  
*is the*  
**First**  
*Advertising*  
*Buy in*  
**Cleveland**

# eand Press

ALLIED NEWSPAPERS, INC.,

410 N. Michigan Blvd., Chicago  
SAN FRANCISCO, SEATTLE, LOS ANGELES

A  
SCRIPPS-HOWARD  
NEWSPAPER

words, to fulfill their province, should paint mental pictures. Chosen with thoughtful care and applied with the brush of understanding, they leave a vivid impression on the canvas of the mind. A word that registers no impression is colorless, and it can have no part in the making of our mental picture. If, perchance, too many of these commonplace colorless words creep into the text, our copy is weakened. And the reader will have no pleasure in it.

I am happy that Mr. Knapp has used Lincoln's words as an example of homely commonness. This gives me a splendid chance to prove my point. The charm of Lincoln's style lies in the uncommon way in which he used the common language. Let's take the Gettysburg address. From the very first word it is a rare instance of colorful copy. Consider such expressions as "Four score and seven years ago;" "conceived in liberty;" "we are met on a great battle-field;" "the world will little note;" "the last full measure of devotion."

These words are well within the comprehension of any adult person of more than moron intelligence. But several of them are infrequently encountered in casual conversation. Admittedly, they are not threadbare words. And they are phrased in a manner to jolt the adherents of conventional copy. Yet these sentences managed, somehow, to find a harbor in the hearts of the common people.

"Advertising copy," declares Mr. Knapp, "is the Cinderella of writing." True words, indeed—but mark you well that Cinderella did not capture the Prince until she went forth to the ball arrayed in a colorful costume!

### Fisher Body Net Income Has Large Increase

The Fisher Body Corporation, Detroit, and subsidiaries, report net income of \$8,238,400, after charges, for the quarter ended October 31. This compares with \$5,207,005 in the preceding quarter and \$3,178,199 in the corresponding period last year. Net income for the six months ended October 31, amounted to \$13,445,405, against \$4,874,369 for that part of 1924.

### Toledo "News-Bee" Appoints James F. Pollock

James F. Pollock has been appointed vice-president and general manager of the Toledo *News-Bee*, succeeding William K. Stewart. This change becomes effective December 14.

Mr. Pollock has been associated with the Scripps-Howard newspaper organization for more than seventeen years in executive capacities, most recently as director of sales of Allied Newspapers, Inc., which is the national advertising representative of the Scripps-Howard list.

As assistant to the president of what was then known as the Scripps-McRae group, Mr. Pollock aided in establishing the Washington *Daily News*. He also was at one time advertising manager of the Cleveland *Press* and, early in his career, was engaged in working for the Toledo *News-Bee*, to which he now returns.

### New Accounts for Hicks Agency

Jomark, Inc., dress manufacturer, and J. Heit & Sons, Inc., women's coats, both of New York, have placed their advertising accounts with the Hicks Advertising Agency, also of New York.

Dorothy Junior Frocks, New York, and the Burndept Wireless Corporation of America, of that city, also have appointed the Hicks agency to direct their advertising. The Burndept company manufactures the Ethovox radio receiver in England.

### Registers "Slate, Consider Its Uses"

NATIONAL SLATE ASSOCIATION  
PHILADELPHIA

Editor of PRINTERS' INK:

Kindly register our slogan as at the bottom of this letterhead, "Slate, Consider Its Uses," which we have been using ever since we started advertising, shortly after the organization of this body in 1922.

NATIONAL SLATE ASSOCIATION,  
W. S. HAYS,  
Secretary.

### E. G. Pratt with Corman Agency

Elon G. Pratt, recently with the New York office of Lord & Thomas, has joined The Corman Company, Inc., advertising agency, of that city. He was formerly vice-president of the Modern Eloquence Company.

### Merger of Montreal Concerns

The Taylor Stoker Company Ltd. of Canada, and the Cleaton Company Canada Ltd., sales engineers, have been merged with the Affiliated Engineering Companies Ltd., Montreal. F. S. E. Howard is president, R. E. Cleaton, vice-president and secretary and C. I. Cushmore, treasurer.

**DOBBS HATS**

THE ADVANCE STILL-BREEZE FOR MEN IS THE DOBBS BROMPTON, A WONDERFULLY LIGHT WEIGHT, SOFT HAT FASHIONED IN THE SHAPE THAT WILL BE FAVORED BY WELL DRESSED AMERICAN MEN, BUT NO MELLOW IN TEXTURE AS TO LEND ITSELF TO THE WHIM OF THE WEARER.

DOBBS & Co - 618 6th Ave - New York

EXCLUSIVE REPRESENTATIVES IN MANY OF THE PRINCIPAL CITIES

## *Every-issue Advertisers in Vanity Fair*

Good taste—natural or acquired—and the ability to gratify it, are characteristic of the readers of *Vanity Fair*. In the case of its men readers, their good taste in the matter of clothes has been so noteworthy that “the well-dressed man” and “the *Vanity Fair* type of man” have become synonymous.

Dobbs has cashed in on this interest by using full page advertisements in the past forty-six consecutive issues of *Vanity Fair*.

# The Farm Journal

Has

*Always* Been a Monthly

*Always* Maintained a Low  
Subscription Price

*Always* Sold Multiple  
Subscriptions

*Always* Been Brief

*Always* Had a Small Page

The **Farm**  
first in the

PHILADELPHIA

NEW YORK

BOSTON

ATLANTA CHICAGO

At its inception, in 1877, The Farm Journal established five principles upon which to win its position as "*first in the farm field.*"

They were (1) *Monthly Issues*, because that is the ideal frequency of issue for a general farm paper, and it gives the advertiser a longer period of influence per insertion; (2) *Low Subscription Price*, because a minimized sales resistance permits a circulation predicated primarily on the publication's vision, faithfulness and content; (3) *Multiple Subscriptions*, because they permit a low subscription price, and make possible almost ideal sales units; (4) *Brevity*, because the worthwhile farmer is the busy farmer, and the busy farmer prefers brevity; (5) *Small Page*, because the 450-line page is convenient for the reader, and affords the advertiser lower page rates and greater visibility for less than page units.

In the past, these five principles have been mighty factors in the remarkable success of The Farm Journal. Today, they continue as vital factors in The Farm Journal's constant growth. And, in an effort to match the success and growth of The Farm Journal, other general farm papers have adopted some or all of these principles.

# Journal

farm field

CHICAGO

SEATTLE

SAN FRANCISCO

LOS ANGELES

Advertising  
may either  
be valid or  
a valentine.

**McJunkin**  
**Advertising Company**

*Dominant Idea Advertising*  
*Outdoor • Newspaper • Magazine*  
5 South Wabash Avenue, Chicago

# The Producer as a Retailer

If Maker's Competition Is Square, Dealer Can Be Helped Rather Than Hurt

THE TEMPLIN-BRADLEY COMPANY  
SEEDSMEN AND NURSERYMEN  
CLEVELAND, OHIO

Editor of *PRINTERS' INK*:

The writer has been a reader of *PRINTERS' INK* for several years, and of *PRINTERS' INK MONTHLY* since it was started. Therefore, I am taking the liberty of asking you for information on the following subject.

What experiences have others had in attempting to sell both wholesale and retail in the same locality? Our own particular problem refers to the selling of lawn seed. We have built up quite a retail demand for this in Cleveland, and are also selling quite large quantities to dealers.

Thinking it may avoid trouble in future years, we would appreciate your telling us what experiences manufacturers have had along this same line.

THE TEMPLIN-BRADLEY CO.  
P. C. PRATT.

WE can see no reason why a firm situated as is the Templin-Bradley Company should not have retail stores if the circumstances are such that they seem to be advisable.

This company in its retail store at Cleveland sells a general line of seeds, bulbs and nursery stock. Through advertising, both newspaper and direct mail, it has built up a general demand for its lawn seed. To take care of this widened outlet, during the last couple of years it has been selling the lawn seed to retail hardware stores, all the while, of course, continuing to handle it in its own retail establishment.

The hardware stores are complaining against the company's competition which they regard as unfair. It is their contention that a producer or distributor should confine himself either to wholesale or retail and not attempt to mix the two. Theoretically they are right. But in actual practice the thing often works out the other way.

The Templin-Bradley Company might cater to the hardware dealers to the extent of refusing to handle the lawn seed in its retail store. But in so doing it would be working an injury upon itself and would be conferring little or

no benefit on the hardware men. People who visit the company's store to make other purchases have a right to expect to buy lawn seed there also — especially since it is advertised under the company's brand name.

There are two main considerations that should govern any ruling upon questions such as these.

The first is that the more dealers that are handling a product the greater its outlet will become. And there are manufacturers who believe that it makes no essential difference who owns the stores. *PRINTERS' INK* has frequently referred to a remark made by the late F. W. Woolworth to the general effect that in opening a new store in a town he always tried to get as near as possible to the largest department store. And many an independent variety retailer has attained success by opening a store next door to Woolworth's. Two stores or three stores fighting for business usually stir up enough additional trade to enable each to make more profit than it could gain by itself—or at least as much.

The other consideration is that the producer often finds that if he depends entirely upon distribution through retail stores and does not himself sell that way he gets only a small part of the business he has a right to expect.

If a producer finds that he is not selling merchandise enough through retailers he has a perfect right to go into the retail business himself. His retail customers may not like it but if the producer's competition is on the square and there is a real demand for the merchandise, the dealer is not going to allow his pique to deprive him of the profits that can be his through handling the goods. His grievance is largely imaginary anyway.

The Long-Bell Lumber Company, of Kansas City, is one of the greatest manufacturers and

wholesalers of lumber in the country. Yet it has a huge chain of retail lumber yards throughout the Central West. It is an active competitor of many of its retail customers. Yet it keeps their friendship because it gives no advantages to its own yards. If one of the competing yards is the first in that town to ask for certain selling helps it gets them for its exclusive use. The Long-Bell yard receives no inside price concessions. The retail competition is open and honest.

Marshall Field & Company own and operate two great Chicago department stores, one under the name of the Davis Company. Yet Marshall Field has the largest wholesale dry goods business in the town, supplying hundreds of Chicago stores. The next biggest retail business in Chicago is that of Carson, Pirie, Scott & Company, which also operates a wholesale house in the same city with an annual outlet of around \$100,000,000.

It is safe to say that if these two firms were to close their retail stores they would not sell a single dollar's worth of additional business to their present customers as a result.

Whether the manufacturer depending upon retail trade can safely and properly operate a retail business is something that has to be determined wholly by circumstances and the nature of his product. If Procter & Gamble were to start a chain of Ivory Soap retail stores the general retailer might have a right to complain. But even at that if the manufacturer did not attempt to undersell the retailer the latter would not be hurt. The chances are he would be helped. A greater demand for Ivory Soap would be stirred up and the user would just as soon buy it from one as another.—[Ed. PRINTERS' INK.]

### Goodyear Advertises New Non-Skid Chain

Business-paper advertising is being used by the Goodyear Tire & Rubber Company, Akron, Ohio, to introduce a new type of non-skid chain, which it is manufacturing. The new chain is made of cross links of Goodyear rubber.

### Union Carbide & Carbon Elections

William F. Barrett, who has been vice-president of the Prest-O-Lite Company, Inc., and the Linde Air Products Company, both of which are subsidiaries of the Union Carbide & Carbon Corporation, New York, has been elected president of these companies. M. J. Carney, who had been president of the Prest-O-Lite Company, is now chairman of the board and G. W. Mead, who was president of the Linde company, has been made chairman of the board of that company.

Ralph R. Browning has been elected vice-president in charge of acetylene sales of the Prest-O-Lite Company. Together with J. A. Rafferty he has also been made vice-president of the Linde company. Mr. Browning is in charge of sales and Mr. Rafferty is in charge of engineering, manufacturing and research.

### John B. Coyne, President, H. W. Williams Company

John B. Coyne is president of a new company which has acquired the H. W. Williams Company, Inc., New York, photo-engraving. Robert J. Moloney is vice-president, and George C. Prager, secretary and treasurer. Mr. Coyne has been with the Stockinger Photo-Engraving and Printing Company. Mr. Moloney was formerly with the Beck Engraving Company, and Mr. Prager has been with the Aetna Engraving Company for the last two years. All of these companies are at New York.

### Changes in Honolulu Agency

Charles R. Frazier has withdrawn from active management of the Charles R. Frazier Company, Honolulu advertising agency, in order to become general manager of Town and Country Homes, Ltd., and an officer of the Trent Trust Company, both of Honolulu. He will remain president of the agency, but the actual management will be in the hands of Floyd E. Matson as business manager and George Mellen as production manager.

### Toronto Agencies Consolidate

The Malton-Brotherton Company Limited, Toronto, Ont., has been consolidated with Smith, Denne & Moore Limited, advertising agency of that city. A. R. Malton and A. H. A. Arbuthnot of the Malton-Brotherton company have joined the staff of the Smith, Denne & Moore agency.

### Appoint S. C. Theis Company

The Hot Springs, Ark., New Era, has appointed the S. C. Theis Company, publishers' representative, as national representative. A new paper, the Times, has been started at La Porte, Ind., which also has appointed the Theis company as its representative.

# December Scribner's

Make a mental note to get Scribner's at the next newsstand you pass, and ask to have a copy saved for you regularly

Magazine—*Illustrated*—Now on the Stands

## Stuart P. Sherman Burned on Every College Campus ?

His crime is in the Christmas Scribner's Magazine.

At least that's what the New York Herald Tribune says.

"Ordinary professors," says he, "are overpaid, . . . I am acquainted with no more essentially sluggish, improvident, resourceless, unambitious, and time-wasting creatures."

Stuart Sherman's bril-

liant "An Interview with a Newcomer in New York" is one of twenty great features in the Christmas Scribner's Magazine.

The beginning of Galsworthy's new novel "The Silver Spoon"; five short stories; crisp and spicy essays; rich and amusing illustrations—all these make the Christmas Scribner's the magazine of the season.

If ever you are looking for an unusual gift for some of the family, or (whisper) for a client, call or write, Virginia Walton, Editor, Scribner's Fifth Avenue Section—7880 Murray Hill—597 Fifth Avenue, New York.

ONE OF THE QUALITY GROUP



Successful Farming gives advertisers coverage in proportion to the importance of general farming throughout the Nation—

More than a million copies monthly to real farmers—heavily concentrated in the "Heart States," which lead in nearly everything—where soil, climate and living conditions are similar, insuring 100% editorial service.

*The backbone of most successful advertising campaigns to the farm field for 23 years.*

## THE MEREDITH PUBLICATIONS

SUCCESSFUL FARMING - THE DAIRY FARMER  
BETTER HOMES AND GARDENS

F. O. BOHEN, The Meredith Publications

E. T. MEREDITH, *Publisher*, Des Moines, Iowa

# SUCCESSFUL

Chicago Office:

123 W. Madison St.

New York Office:

270 Madison Ave.

St. Louis Office:

Syndicate Trust Bldg.

mas Cit  
and Ban

## ***the farmer's dollars and cents make advertising pay''***

Successful Farming is edited for and sold to the general farmer in the great food-producing part of the country. Each article and editorial feature must pass the test of practical helpfulness to the farmers.

Just how to produce and market a good hog and just how to lay a cement floor is of practical value to the farmer, though not of much interest to the city man.

While purely inspirational farm stories interest both the farmer and city man, they contain little real dollars' and cents' value to the farmer.

Successful Farming readers get their "inspiration" through stories of how others succeed. That is why it is frequently "too practical" for the city man.

It is the farmer's increased dollars and cents that make advertising in Successful Farming pay.

*"There's a Difference in Farm Papers"*

# **UL FARMING**

City Office:  
and Bank Bldg.

Minneapolis Office:  
Palace Bldg.

Western Office:  
Sharon Bldg., San Francisco

# St. Paul Dispatch

## St. Paul Pioneer Press

The circulation of these newspapers for the period ending September 30, 1925 is the **HIGHEST** of any similar six months average in their history. For example:

Six Months Ending—	Combined Total Net Paid Morn- ing and Evening	Sunday Pioneer Press Total Net Paid
September 30, 1916	1 2 8,5 7 2	6 7,9 1 7
" " 1917	1 4 2,5 8 7	7 6,4 7 4
" " 1918	1 4 8,6 4 4	8 4,0 6 9
" " 1919	1 3 2,1 1 1	8 1,1 5 6
" " 1920	1 3 7,6 5 3	1 1 0,2 8 5
" " 1921	1 4 6,0 0 8	1 2 5,7 7 8
" " 1922	1 5 7,9 5 0	1 2 4,9 9 2
" " 1923	1 5 5,1 6 4	1 3 8,9 7 4
" " 1924	1 4 4,9 6 6	1 4 0,6 5 7
September 30, 1925	1 5 8,8 0 0	1 4 4,4 7 3

The **LEADERSHIP** of these newspapers is becoming . . . **GREATER THAN EVER.**

**O'MARA & ORMSBEE, Inc., NEW YORK**  
 Chicago                      Detroit                      San Francisco

# Amputate Those Useless Phrases

Two More Expressions Which Ought to Be Eliminated from Dealer Literature

By Amos Bradbury

A MAN I know received a letter, some time ago, with the unusual salutation: "Long Suffering Sir."

It was an accurate description, in my opinion, of many dealers who receive letters from manufacturers. Too many letters are still full of the old insincere phrases\* which have for so long afflicted general correspondence. Stereotyped bunk, which exists purely because of laziness and long habit, takes up space that should contain simple, dignified and sincere words, and impairs the selling value of all letters.

If a man were talking to a customer about a carload shipment he might say: "I'm sorry, Mr. Davis; we shipped that order on the 29th of last month. We are checking it up now. If it comes in today let me know."

When he calls the stenographer over he is too likely to say: "Your esteemed favor of the 2nd inst. duly received and in reply beg to advise we duly transmitted, etc."

In form letters to dealers, the same note of high-sounding insincerity is found far too often for the good-will of the dealer and the smooth conduct of business between sane human beings. "We would appreciate receiving your early reply," "Beg to advise," "This is to inform you," "We are in a position to make most liberal arrangements," and a whole lot of others sound too stilted. One of them, "This is to inform you" starts off like a six-months' sentence to jail.

\*Articles on other phases of the same subject that have appeared recently in **PRINTERS' INK** are:

"It Sells Itself," October 29, 1925, page 10.

"Selected at Random," October 15, 1925, page 65.

"Now, My Dear Bradbury—," October 1, 1925, page 19.

"No Obligation on Your Part," September 10, 1925, page 10.

Before me, as I write, are two other expressions sent in as examples of useless phrases which might be amputated with advantage. The first appears in a form letter received recently by a druggist. "Some time ago I wrote you several letters. We were rather surprised not hearing from you."

That reminds me of a yarn. Noah Webster, the old story goes, was discovered by his wife in the act of kissing a pretty maid. "I am surprised, Noah," said his wife. "No, my dear," Noah replied. "I am surprised. You are astonished."

However, the jump from singular to plural and the wrong use of the word "surprised" are not so bad as the nerve of the company.

How dare a big company express astonishment because a prospect hasn't answered three poorly filled-in form letters? "We would welcome," the company says later, "the opportunity to show you how good our service is." I don't think it will get the opportunity. The useless phrase about its surprise, astonishment and consternation at not hearing from every prospect to whom the letter was sent, annoyed many of them. Why shouldn't it? It is nervy and presumptuous as well as useless.

Then, here is a letter sent to me, since I started on the war-path against useless phrases, by a retailer who sells trunks. The letter starts off:

"As a — dealer, we feel you ought to have samples of our — on your floor, so as to have them on hand to meet the demand from our advertising."

Then the company tells the dealer something even more direct. It says:

"You cannot afford to do without these new size trunks."

It makes no difference that for many years this storekeeper has

sold merchandise, taken his family out for picnics on summer evenings, sent his oldest boy to college, and saved enough to buy a home and several bonds. Not at all. There is the bald, frank statement from a big manufacturer that he can't afford to do without a new size. The company does weaken a little toward the close of the letter, however. It says then:

"We hope you can see your way clear to order a few samples for December business."

That is a concession to the dealer's judgment, but in some cases at least, it wasn't enough to take away the sting concerning the new model's effect upon his finances.

Scores of letters come in daily to the retailer's store from the offices of big manufacturers. One has to look carefully and long to discover even a few which have that spirit of honest sincerity and friendliness which wins good-will. Some of them sound as though they had been written by the office boy in his spare moments, but all of them bear the company name. Some are even signed by an officer of the company "per" somebody else.

It seems too bad that some executive who would rush for the blue pencil if poor English, useless words and insincere phrases were used by a copy writer in preparing copy for a publication, will allow horrible examples of letters to go out to dealers. It is one of the few things I view with alarm.

### Robert Wolfers with McGraw-Hill

Robert Wolfers, formerly with "The Automobile Trade Directory" and the "Chilton Automobile Directory," has joined the McGraw-Hill Company, Inc., New York. He is in charge of directories, lists and the direct-mail department.

### Lon R. Smith Joins Homer McKee Agency

Lon R. Smith has become associated with The Homer McKee Company, Inc., Indianapolis advertising agency. He was formerly president and general manager of The Columbia Motors Company, Detroit.

### C. W. Wanger Heads Philadelphia Sales Managers

C. W. Wanger, of the Wanger Manufacturing Company, was elected president of the Philadelphia Sales Managers Association at a recent meeting. Thomas B. McCabe, Scott Paper Company, was chosen vice-president; J. LeRoy Smith, W. B. Saunders Company, treasurer, and Howard G. Ford, of Wm. H. Hoedt, illustrators, secretary.

The executive committee includes the following: C. Burgess Taylor, W. R. McLain; L. I. McIlhenney; Herbert W. Hess; William M. Zintl; V. W. Collamore and William S. Thomas.

The entire senior class in salesmanship and merchandising of the Wharton School attended the meeting. From the class were selected students who pretended to apply to two different types of sales managers for positions. The object of the tests was to learn what could be expected from a college student applying for a position and also the methods of different sales managers in employing salesmen.

### Paul Patterson to Address Newspaper Institute

Paul Patterson, president of the Baltimore Sun and Evening Sun will speak on January 14 at the Newspaper Institute, to be held at Chapel Hill, N. C., under the auspices of the North Carolina Press Association and the University of North Carolina. Ole Buck, field agent of the Press Association of Nebraska, will also speak. Mr. Patterson will represent metropolitan journalism and Mr. Buck the country weekly. The Institute will continue three days.

### W. F. Shannon Joins Tuttle-Scott Stores

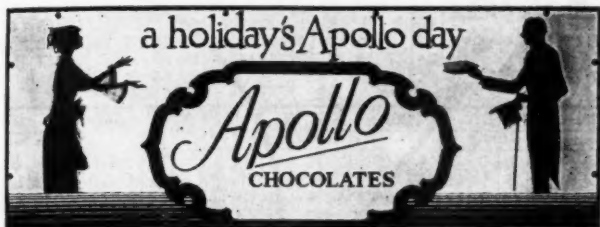
Westford F. Shannon has been appointed district advertising manager of the Tuttle-Scott Stores, Inc., with headquarters at Kansas City, Mo. He also is in charge of twelve of the company's stores in the Southwest district. He was formerly with the Rinks Cloak House, Indianapolis, Ind.

### Radio Account for M. Spivak Agency

The MacLaren Manufacturing Company, New York, maker of Domin-Aire radio sets, has appointed M. Spivak, advertising agency of that city, to direct its advertising. Newspapers and business papers will be used.

### J. L. Miller with Associated Rex Spray Companies

James L. Miller, of Kansas City, has been appointed advertising manager of the Associated Rex Spray Companies. He formerly was sales manager of the Kansas City Rex Spray Company.



## *Signs of Courtship*

TYING up enamel signs with a Twentieth Century Courtship doesn't call for any stretch of the imagination. Signs lead the swain to his confectionery offering with unerring accuracy.

Apollo Chocolates tell the courtship story with Balto Porcelain Enamel signs of unusual attention value. You will see them on high class stores the country over—their quality in keeping with the fine candies they advertise.

Balto signs get out of the rut of the prosaic. They tell a story, in words or pictures. Added to this is their unescapable brilliancy and permanency, putting them in a class by themselves. Our New York or Baltimore office will give you the complete story if you ask for it. Why not today?

## THE BALTIMORE ENAMEL AND NOVELTY COMPANY

### *Permanent Advertising Signs*

MT. WINANS  
BALTIMORE, MD.

NEW YORK  
200 FIFTH AVENUE



*Vivid*  
Color

1925	JANUARY							1925	FEBRUARY							1925	MARCH						
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.		Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	
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18							17	15	16	17	18	19	20	21	15	16	17	18	19	20	21		
25							24	22	23	24	25	26	27	28	22	23	24	25	26	27	28		
							31								29	30	31						
1925	APRIL							1925	MAY							1925	JUNE						
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.		Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	
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1925	JULY							1925	AUGUST							1925	SEPTEMBER						
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1925	OCTOBER							1925	NOVEMBER							1925	DECEMBER						
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							30																

**To DEC.**

## All-Year-Round Value-

An advertisement in the Yearbook of Industry—the Annual Number of Iron Trade Review—will be used and referred to every month throughout the year. Write for details.



On the Executive's Five Foot Shelf

**IRON TRADE**  
Cleveland

Member  
A. B. C. and A. B. P.



# *The Yearbook of Industry*

{ To be published }  
{ Jan. 7, 1926 }

# THE ERICKSON COMPANY

## *Advertising*

**381 FOURTH AVENUE, NEW YORK**

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*If you want to know about our work,  
watch the advertising of the following:*

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
GRINNELL SPRINKLERS  
McCUTCHEON LINENS  
TAVANNES WATCHES  
PETER SCHUYLER CIGARS  
ANSCO CAMERAS AND FILM  
COLUMBIA WINDOW SHADES  
WELLSWORTH OPTICAL PRODUCTS  
TARVIA  
DUZ  
WALLACE SILVER  
HAVOLINE OIL  
THE DICTAPHONE  
BARRETT ROOFINGS  
NAIRN INLAID LINOLEUM  
COOPER HEWITT WORK - LIGHT  
SILVER KING GINGER ALE  
ORPHOS TOOTH PASTE  
BONDED FLOORS  
NEW-SKIN

*What we've done for others we can do for you.*

---

Member of the American Association of Advertising Agencies  
Member of the Audit Bureau of Circulations  
Member of the National Outdoor Advertising Bureau

# How Much Sales Data Does a Salesman Need?

A Sales Data Book That Helps Close the Sale

By Roland Cole

THE sales manager of a large Pittsburgh company is a stickler for bare-handed selling. His theory, born of his own experience first as a salesman of gray iron castings, and later as a salesman of sheet steel, is that orders are seared by raw determination and heavy pressure. Of course, he is right so far as the case goes for himself and salesmen of his own temperament.

The story is told that a cub salesman converted him one day to a different point of view. It happened this way: The cub was sent out to see a prospect. He came back to report.

"Well, did you sell him?" asked the sales manager.

"No," said the cub, "he's going to buy Soandso's line."

The sales manager blew up. It was his method of dealing with his men. He bawled out the cub and then started to razz him with one question after another—did he tell the prospect this and this about Soandso's line, and why didn't he use this argument and why didn't he do that? The cub let his chief talk himself out. Then he said very quietly: "Gosh, you didn't forget to tell me very much about how to sell your line in competition, did you?"

The incident is typical of a situation that occurs constantly in selling, especially where the salesman has to deal with the commercial and industrial buyer, or in selling the consumer things like insurance, automobiles, office appliances and other articles that run into a more or less sizable amount of money. In other words, how can a salesman ignore competition when the prospect tells him to his face that he is going to buy another line for this and that reason? And admitting that competition can't always be ignored, how much data is it advisable to give the salesman

about his competitor and his product?

The Chevrolet Motor Company has recently issued to its retail selling organization a salesman's data book that is an interesting answer to this question. The most appealing thing about the book is its modest size and its general simplicity. It's all put up in a compact loose-leaf binder, no larger than 6¾ by 4½ inches in size, in a black leather cover.

But the thing that makes the book the success with the salesmen that it undoubtedly is, is first the get-at-ability of the book's contents, and second the care exercised in selecting the contents. Projecting leather tabs, with gold printed labels, divide the book into eleven sections, as follows: Factory, Prices, Specifications, Time Payments, Certificates, Album, Price Comparisons, Commercial, Used Cars, 7-Pt. Sale, Construction. A flyleaf in the front of the book announces: "A handbook of sales information for Chevrolet salesmen."

## FIRST-HAND INFORMATION

The subjects represented by the titles just mentioned were selected. I am informed, after a careful and exhaustive contact with the company's retail salesmen in the field and an effort to find out exactly the problems with which the salesmen are confronted daily. In view of this, a look into the contents becomes doubly interesting.

Under "Prices" there is a separate page for each of the five Chevrolet models—roadster, touring, coach, coupé and sedan. At the top of the page appears a half-tone illustration of the model, and beneath it a full schedule of the equipment. The "cash delivered price" is then given, followed by the "time payment price," with all the details completely listed, such

as "insurance," "finance charges," "down payment," and number of monthly notes of so much each.

A page of "Special Equipment Prices" follows this, covering such articles as bumpers, stop lights, lock steering wheels, and the like.

The next two pages are headed, "Price List of Cars Under \$1,000," which includes a tabulation of all models of Fords, Overlands, Stars, Grays, Dodges, Durants, the Essex, Oldsmobiles, the Ajax and Chryslers, with the F.O.B. prices printed in and the delivered prices filled in in ink, according to the town in which the salesman is located. Cars over \$1,000 are then listed on the following four pages, F.O.B. prices only, covering nineteen different makes of cars. This information is supplemented with the number of total registrations of cars in the United States of makes having over 100,000 cars registered as of December 31, 1924.

But a still more interesting section of the book is the one entitled "Price Comparisons." The introductory page under this section says: "A Chevrolet is a more fully equipped automobile than a (well-known competitive make). To make a fair price comparison it is necessary to add to a standard (competitive) car such equipment as will have to be purchased by the customer at retail to bring it (the competitive car) somewhere near to a standard Chevrolet. The retail prices of equipment listed in this price comparison are average prices received from miscellaneous (competitive car) dealers. All prices quoted are revised to September 1, 1925."

On the first two opposite pages following are the roadsters, the competitive car on the left-hand page and the Chevrolet on the right. Under the picture of the competitive car is listed the standard equipment which, after buying the car, must be purchased by the customer, and the prices, to make the competitive car equal in that respect to the Chevrolet. The cost of the equipment is then added to the price of the car to get a total for comparison with the price of the Chevrolet. The right-hand page shows a picture of the Chevrolet,

with this caption: "This Chevrolet roadster has all the equipment listed on the opposite page and, in addition, the following added values," twelve of which are tabulated, among them being such things as "longer wheel base," "lower insurance rates," and "lower time-payment charges."

The next two pages compare the competitive touring car with the Chevrolet touring in the same way; the next two the coaches; the next two the coupés; and the next two the sedans.

Thus, the salesman's data book gives him under the head of competition, an unusual amount of authoritative information which he can use with the confidence that it is just about 100 per cent correct. The danger of misrepresentation, with the conscientious salesman, is entirely eliminated. The sales data book makes it unnecessary for the salesman to depend upon his own limited facilities for observation. Of everything there is to say on the subject of competition, the most important is classified and summarized for quick use. The information is so much more complete than the average customer would ordinarily be able to remember about any car that the Chevrolet salesman, with the information in his sales data book, will in many cases be able to correct or augment it.

#### DISCUSSES OTHER THINGS

But these two sections on "Prices" and "Price Comparisons" are only two valuable features of the book. By selecting them for special notice, as we have here, there is danger that the reader who has not seen the Chevrolet sales data book will gain the impression that it either over-emphasizes or attaches too much importance to that phase of the salesman's work which has to do with competition. That is not true. These two sections are merely two out of eleven, "Prices" being arranged in second position and "Price Comparisons" in seventh.

For example, the first section, "Factory," is twelve pages of interesting information about the company, when it was organized, num-

# A Sure! Check!♦

In smaller cities like Albany, local dealers are close enough to their trade to call many customers by their first names — so *they do know* what paper Albanians read.

Follow the example of Albany merchants and concentrate your Albany messages in THE TIMES-UNION.

**First  
in  
Albany**

**By Every  
Possible  
Logical  
Comparison**

*Representation*

**VERREE & CONKLIN, Incorporated**  
New York City

San Francisco   Kansas City   Chicago   Detroit

# The Times-Union

*Albany (Capital City of) New York*

ber of cars built in various years, what the association with General Motors means to Chevrolet, a word about the General Motors Acceptance Corporation and the Fisher Body Corporation.

Section 3, on "Specifications," explains itself—the mechanical details of the car. "Time Payments" goes into the GMAC time payment plan fully, with a ruled page on which the salesman may note how the GMAC plan compares with the cost of financing other makes of cars through other finance companies. "Certificates" describe the 6 per cent purchase certificate plan—eight pages with a miniature copy of the purchase certificate form.

Then comes section six, "Album," and this is a section worth lingering over, for it is a demonstration ride in a Chevrolet told in a series of photographs—eighteen photographs on as many pages. This is followed by a list of the famous "83 Quality Features," and more pages on which close-up photographs show the engine, transmission, clutch, and all the rest.

"Commercial" is the full story on commercial chassis and bodies—twenty pages. "Used Cars" should be as valuable as it is simple, for all it consists of are six pages of forms ruled up so that the salesman may list in the spaces "Used cars in stock and used cars for sale by new car prospects." "7-Point Sale" is a picture story on six pages telling what the company considers to be the principal things to do in selling a prospect.

The last section in the book, "Construction," consists of eighteen pages, on every constructional feature of the car.

Along with the salesman's data book, the company supplies the salesman with an "Order Binder," which is a loose-leaf binder almost exactly the same in appearance as the Data Book. In addition to a pad of order forms in original and duplicate, this second binder contains a pocket for other paraphernalia required by the salesman, such as 6 per cent Purchase Certificate order blanks, prospect

cards, a daily report envelope, calling cards, and a scratch pad. These two books constitute the chief instruments in the selling equipment of a Chevrolet retail salesman.

### To Discuss Simplification of Business Terms

The Department of Commerce, Division of Simplified Practice, has called a conference of directory publishers, statistical bureaus, advertising agencies and trade associations, embracing practically all commercial lines, to consider the standardization of business classifications. The meeting is scheduled for December 14 at Washington.

The purpose of this conference is to give added momentum to the movement to reduce business and professional classifications, so far as possible, to their simplest elements.

### McGraw-Hill Buys "E M F Electrical Year Book"

The McGraw-Hill Company, Inc., New York, has purchased the "E M F Electrical Year Book," published by the Electrical Trade Publishing Company, Chicago. The 1926 edition will be published at Chicago and sold by the staffs of both organizations.

### E. J. Smythe with F. W. Bond Company

E. J. Smythe has joined The F. W. Bond Company, Chicago, advertising, as vice-president, sales manager and sales counsellor. He was formerly advertising and sales promotion manager of the Fuller & Johnson Manufacturing Company, Madison, Wis.

### Canadian Campaign for Musical Instruments

Farm publications in Western Canada will be used in a campaign which is being planned by Boosey & Company Ltd., Montreal, manufacturers of musical instruments. This campaign will be directed by Purkis & Sutcliffe, advertising agency of Montreal.

### Joins Excelsior Illustrating Company

Richard A. Fagan, formerly with The American Taximeter Company, New York, has joined the Excelsior Illustrating Company, of that city. He is in charge of sales of motion picture advertising slides.

### Jefferson Roe Dead

Jefferson Roe, seventy-one, a member of the advertising staff of the New York World for twenty-eight years, died last week at that city.

*Allen A. Stockdale*

**D**R. ALLEN A. STOCKDALE is one of this country's greatest preachers and lecturers.

Beginning with the November, 1925, number and each month thereafter it is the privilege of the People's Home Journal readers to become a part of Dr. Stockdale's already nation-wide audience. Up to this time he has reached his hearers by word of mouth only. Now his printed messages of comfort and spiritual well-being will be read each month in at least 950,000 People's Home Journal homes.

Just as service to readers in all household problems is the underlying purpose of the People's Home Journal, so service to his fellowmen in every spiritual problem has always been the guiding light of Dr. Stockdale's life and work.

Our advertisers are most fortunate in being associated with such an additional background as Dr. Stockdale is building each month in our publication.

## PEOPLE'S HOME JOURNAL

# Advertisers with wh



*This pure and dainty soap for your face in a new form*



*On the face and hands it is the only soap one can use without being so "sensitive"*



**Build both together**

**The National City Company**

Vacuum Oil Company  
Gargyle Mobil Oil  
Gargyle Lubricating Oil  
for Plant Machinery  
Gargyle Marine Oil

Walter M. Lowmyer Co.  
Lowmyer's Chocolates

Procter & Gamble

Crisco  
Ivory Soap  
Ivory Soap Flakes  
Chips  
P & G—The White  
Naphtha Soap

Lehigh Portland Cement Co.

The Packer Mfg. Co., Inc.  
Packer's Tar Soap  
Packer's Liquid Soap  
Packer's Charm



**How I make perfect cakes every time**

*Full size of the cake, etc.*

*A systematic chart, with double and single...*

*Measurements must be accurate...*

*The importance of the right flouring...*

*Let me tell you how to make...*

*Let me tell you how to make...*

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**THE BLACKMAN**  
120 West 42nd Street,

ith whom we work

Waitt & Bond, Inc.

### Blackstone Clears

**Towle Manufacturing Company**

## Sterling Silverware

Seaboard National Bank

Alfred H. Smith Co.

**Djer-Kiss Perfume, Talk.**

**Face Powder, Compacts**

and Telectrics

Herwin-Williams Co.

Sherwin-Williams Paints,

Varnishes, Stains, Enamels,  
Insecticides

2000

**The National City Co.**

### Investment Securities

**The Wilson Fastener Co.**

**Films:**

### Wilmar Lingerie Clasp



### A left hook to the cigars

[illegible]

**To pare down  
manufacturing costs**  
*—for the attainment of operations*

[illegible]

THE NEW VOGUE:  
Carry your Face Powder as neatly, as safely,  
as you would a Camera.

**Djer-Kiss**  
Kiss-Party



WHY PARIS SAYS:  
it now be LOVELIER than ever!



**THE MOUNTAIN VIEW**

### PACKER'S LIQUID SHAMPOO

**COMPANY-Advertising**  
New York

# New York

**MAGAZINE  
NEWSPAPER  
OUTDOOR  
STREET CAR**

Nova Scotia

New Brunswick

Quebec Ontario  
Prince Edward Is.

The second largest grain crop on record [over 422 million bushels] selling at good prices, gives Canada a tremendous buying power, and raises her to a market of pre-eminent importance.

The point is, what are you doing to secure your share of this gigantic business?

To cultivate Canada—advertise in

## The Daily Newspapers of Canada

### Pacific Market

	Population	Newspaper
Vancouver	..... 175,000	Province
Victoria	..... 60,000	Colonist

### Prairie Market

	Population	Newspaper
Winnipeg	..... 280,000	Free Press
Winnipeg	..... 280,000	Tribune
Edmonton	..... 70,000	Journal
Lethbridge	..... 15,000	Herald
Calgary	..... 75,000	Herald
Regina	..... 35,000	Leader & Post
Saskatoon	..... 31,000	Phoenix & Star
Moose Jaw	..... 20,000	Times & Herald

### Maritime Market

	Population	Newspaper
Halifax	..... 75,000	Herald & Mail

### Ontario Market

	Population	Newspaper
Toronto	..... 650,000	Globe
Toronto	..... 650,000	Telegram
Hamilton	..... 131,000	Spectator
London	..... 70,000	Advertiser
London	..... 70,000	Free Press
Kingston	..... 25,000	Whig
Kitchener	..... 30,000	Record
Peterboro	..... 25,000	Examiner
Rockville	..... 12,000	Recorder-Times

### Quebec Market

	Population	Newspaper
Montreal	..... 830,000	Gazette
Quebec	..... 117,500	Le Soleil (French)
Sherbrooke	..... 25,000	La Tribune (French)

Manitoba  
SaskatchewanAlberta  
British Columbia

# Hartford Fire Tells Its Own Advertising Story

Facts Taken from Sworn Statements Made by Prize-Winning Advertiser of the Insurance Field

**W**HY does the Hartford Fire Insurance Company advertise? How does it advertise? What does it try to get and what does it actually secure from its advertising?

In a sworn statement, John W. Longnecker, advertising manager of the Hartford Fire Insurance Company, answered these questions and others concerning his company's advertising. On the facts given, a jury of award recently voted to give his company the Holcombe Trophy—a silver cup presented annually through the Insurance Advertising Conference to the insurance company judged to have made the best use of advertising during the year.

From the sworn statement submitted by Mr. Longnecker, along with a complete exhibit of the company's advertising from March 1, 1924, to September 1, 1925, PRINTERS' INK has made the following notes on Hartford Fire Insurance advertising.

\* \* \*

## (1) Problems Met in Adapting Adv. to Fire Insurance:

Fire insurance, being a contract of indemnity and not a commodity, is sold for a premium or rate differing for different classes of risk and varying for localities. All contracts for the same risk are identical in terms, verbiage and cost, so that anything like a bargain appeal is impossible. This problem has been met by the copy stressing the peace of mind and the satisfaction of dealing with a well and favorably known company.

Fire insurance is sold only by local agents; never by mail or direct to a consumer. This problem in advertising has been met effectively by featuring the point of contact, the local agent and by centering the force upon him, identifying him as one man in a

community who it is worth while to know.

## (2) Advertising Objectives:

With due and proper regard to the essential element of truth in advertising, the object of this advertising is to increase the amount of business transacted by the Hartford Insurance Company.

To accomplish this, the advertising is designed to build a better understanding on the part of the property owners of America; to lead people to ask Hartford agents for Hartford policies; to win an increasing acceptance by the property owners of Hartford policies; to inculcate in the minds of the field force, the local agents, a willingness to favor the Hartford; to cause buyers of insurance to study their needs and prevent misunderstanding and dispute by causing people to call upon Hartford agents for counsel, guidance and service and to reduce the destruction of property by teaching sound principles of fire prevention.

## (3) Copy and Art Treatment:

The keynote of this advertising is "care." It is an effort to hammer care into the public consciousness until it becomes a habit. To bring about such a state of mind is a slow process, but it is a necessary thing—a vital thing for the security of the public and the success of the advertising.

In this advertising will be found evidence of a realization that there is another side to this "care" idea. Whatever the ultimate results, it is a splendid means for the Hartford to use in its efforts to keep its name and its willingness and its ability to serve before the insuring public.

The copy has been written to sell an idea (since there is no commodity to be sold). It is written with the idea that a company that spends its money in behalf of the public's welfare, that takes a

broad, unselfish attitude in its advertising, makes a real appeal.

The national advertisements have been illustrated with a series of symbols, portraying fire's menace. A single figure, personifying fire, has been established, and this campaign is a part of an effort to make that figure familiar.

The illustration, the Hellion, as a personification of fire, is continued because of its proved attention-compelling value, and while remaining the same, is capable of endless variation. The most striking thing about the illustration is what the action, pose or expression of the figure means. There will be found, especially during 1925, striking examples of the use of emotional significance quite apart from the significance built around the fire Hellion. The Hartford asks experts and students of advertising always to consider the poster designs used in its advertising, not as art, but as a form of advertising expression; not as things of beauty, but as a powerful means of putting over an idea.

#### (4) *Distinctive Characteristics of the Advertising:*

In the tie-up, or intensifying of the advertising, the major ideas and basic designs are used month after month, and over and over. This is deliberate, not alone because of the economy of the plan, but because the reiteration strengthens the whole campaign. There is also this distinction to that part of the campaign under consideration; it is broad, rounded and encompasses all the major forms of advertising.

#### (5) *Mediums:*

The sworn statement shows that the company makes use of practically all types of mediums. Exactly what mediums are to be used and how much will be spent is decided upon first in a conference of executives of the company called to discuss the advertising plan and budget and by conference with the company's advertising counsel.

Mediums are divided by the company into three classes for its purposes: mediums for national

copy, mediums for localized national copy and mediums for trade announcements.

In national advertising the company uses general periodical and farm paper space. The description given above under the heading "Copy and Art Treatment" covers the use it makes of such space.

Concerning other mediums, which are used to localize the company's national advertising, the following facts are set forth:

*Window Displays.* For counter use, in windows, in corners that need a touch of color, there are the cutouts, using over again and strengthening the colored designs of previous advertising.

*Movie Slides.* Tie-up slides that feature the design of the current advertisement are released on the day advertising appears in general periodicals.

*Single Sheet Posters.* Many agents use displays on single sheet boards, at booths in fairs, in their windows and on their walls. These are furnished on request for special use, and again tie up the national advertising to local agents' windows.

*Outdoor Advertising.* The national advertising is tied and strengthened in many localities by the use by agents of outdoor advertising. In this, the Hartford co-operates by supplying sketches, designs and ideas to local representatives.

*Policy Stickers.* All tie-up is not large. There is a little policy sticker used for a long time to keep alive previous designs which is a conspicuous feature of Hartford tie-up.

*Newspaper Copy Service.* To supplement, round out and complete the Hartford's advertising, a newspaper copy service is maintained for the benefit of local agents.

*Co-operative Advertising for Local Agents.* Such advertising is a part of the Hartford's broad plan designed and is put out to sell the local agent his rightful place in the community and by so doing, benefit the insurance business in general—in which benefit the



## A Quick Shampoo and Shower

Minutes are golden when slipping from a business suit into evening clothes. You have time for a shower—but a shampoo seems out of the question. Not, however, if you use Glorilox Shampoo in its Amerseal container. A quick turn of the wrist and the jar is open. It turns so easily that you'd almost think that it had never been sealed. Yet no matter how many times you've opened and closed the jar, you'll find the contents always the same. The Amerseal closure is invariably air-tight. Its contents can't cake, dry out, or lose fragrance. That's why the Glorilox Shampoo Company insists upon the Amerseal, the perfect seal-and-reseal.

The scientific mechanical construction of the Amerseal enables the container to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding and slightly inclined threads on the container, making a positively secure and air-tight closure, yet easy to open and as easy to close. The Amerseal has no raw edges to cut the fingers. It will not rust.

The majority of Amerseals are lithographed or enamel sprayed—the users realize the merchandising, advertising and selling value of having their name, trademark or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

### Amerseal YOUR Product

*A Better "Seal-and-Re Seal" Is Not Possible*

### AMERICAN METAL CAP COMPANY

Brooklyn

New York

Branches in the following cities:

Chicago  
Cleveland  
Detroit

St. Louis  
Los Angeles  
San Francisco

Portland  
Seattle  
Louisville

*Amersealed*

Hartford company will participate.

*Fire Prevention Week.* The need for a concerted drive against the greatest of all causes of fire—carelessness—finds countrywide expression during Fire Prevention Week. This is the week in which is included October 8, the anniversary of the day on which Mrs. O'Leary's cow kicked over the lamp which started the great Chicago fire.

The medium most extensively used at this time is display advertising in newspapers, toward the expense of which all local organizations contribute. No individual gain is derived by any contributor; public spirit fosters and furthers the drive.

The benefit which the Hartford derives from this advertising is confined to those who contribute to the good work, and who welcome the company's effort to help combat fire even under circumstances where no direct benefit or credit is involved, and to the good that will come to all insurance companies.

On its use of the insurance press the company says: Like other insurance companies, the Hartford Fire Insurance Company uses space in a number of insurance papers. During 1925, half of the budget and space was devoted to advertising, the advertising to convince its own, and other agents, of the fact that such advertising is one of the things that makes a Hartford connection of unsurpassed value to live local agents.

A special publication that the company issues for its agents under the name of "The Hartford Agent" (described in the October PRINTERS' INK MONTHLY) is also used to sell Hartford Fire agents on capitalizing on the company's advertising.

**(6) Results:**

Two statements are given on results: one by Mr. Longnecker, and another by James Wyper, vice-president of the company:

Mr. Longnecker's statement on results says:

"The Hartford accepts business only from its regularly-appointed local agents. All credit for production of income goes to local agents and brokers and the ethics of the fire insurance business keep

the home office from enquiring too closely into the causes that lead to the ceding of business to the Hartford. So no scientific effort to ascertain the actual business results has or can be properly made by the Hartford. A broad statement of results is all that can be submitted, under oath. This must be rather general, made so by the nature of the business and not by choice of the advertising committee of the Hartford."

**THE VICE-PRESIDENT'S STATEMENT**

Then, following this is Mr. Wyper's statement, in which he says:

"When the Hartford Fire Insurance Company started its national advertising campaign in 1909, the field had not been occupied by any other fire insurance company, and for a number of years thereafter, the Hartford was the only fire insurance company conducting such a campaign.

"The company held and has continuously held since that time the conviction that advertising making a direct appeal to the public was and is a valuable adjunct to its business, and this conviction has been confirmed by its agents who have directly profited by the company's publicity.

"Our effort is to tie up the national campaign with the local advertising of our agents and to identify the agent of the Hartford as the man best qualified to render efficient fire insurance service to his community. There is abundant evidence that this effort is meeting with success, and Hartford agents are being called upon with gratifying frequency to advise school boards, trustees and others holding positions of public or private responsibility with respect to both fire insurance and fire prevention.

"Although returns from our advertising expenditures cannot be measured in dollars and cents, we are nevertheless convinced that they are important and that they will be so to a steadily increasing degree as our message impresses itself upon the public consciousness."

# IN BROOKLYN

Throughout the New York metropolitan district there are thousands of transients—thousands of people also who live alone, without family.

These unattached people, eating at restaurants, living in rented rooms, are not to be compared with family-units in responsiveness to advertising.

The Brooklyn Times is pre-eminently a family newspaper—a home-delivered newspaper. And the Times is the only daily newspaper in the Brooklyn and Long Island district which has a home-delivery carrier organization.

The sworn circulation figures for Six Months ending September 30th, 1925:

**Brooklyn Times . . . . 80,081**

Brooklyn Eagle . . . . . 71,912

Standard Union . . . . . 61,742

**Circulation for week ending Nov. 21 85,125**

ADVERTISING LINEAGE GAIN OR LOSS FOR TEN MONTHS, 1925

GAIN

LOSS

**Brooklyn Times.. 303,852**

Brooklyn Eagle . . . . . 31,234

Standard Union . . . . . 674,966

Compiled by Statistical Dept., New York Evening Post

**The Brooklyn Daily Times**  
TIMES PLAZA BROOKLYN

Member A. B. C.

Foreign Representatives

LORENZEN & THOMPSON, INC.

New York

Chicago

San Francisco

Los Angeles

# THE HARVEST A

Since sales reflect only market potentialities, make sure of the latter before you lay intensive sales plans.

Are the people so centered that they can be reached economically?

Are they so located that you can distribute to them profitably?

Have they the money to buy?

Here's a tip for go-ahead sales managers (and advertising men scouting for profitable markets):

Connecticut is today a market of greatest potentiality—it answers **PERFECT** on the three points raised in the questions above. Read the facts on the next page!

**DO YOU DIG  
FOR FACTS?**



*what lies beneath  
the surface?*

**BUSINESS IS GOOD  
IN CONNECTICUT**

# TAWAITS YOU

Below the surface you'll find these facts:

The number of wage-earners in Connecticut has increased 25%.

The total wage payments have increased 42%.

"The productive value of Connecticut's industries has increased more than 50% in four years."

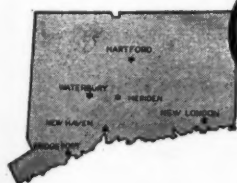
—Federal Department of Commerce.

On August 1st, 1925, the 306,807 families of Connecticut owned 237,324 automobiles and were using 244,279 telephones—an astounding percentage and a wonderful index of prosperity!

Bank clearances are eclipsing every previous year's and savings deposits show a steady gain.

TO WAGE THE STRONGEST CAMPAIGN  
IN CONNECTICUT, COVER THE STATE  
THOROUGHLY THROUGH

*The* **CONNECTICUT**  
SIX-STAR  
**COMBINATION**  
BLANKETS THE STATE



HARTFORD COURANT  
BRIDGEPORT POST & TELEGRAM  
MERIDEN RECORD      NEW LONDON DAY  
NEW HAVEN JOURNAL-COURIER  
WATERBURY REPUBLICAN AND AMERICAN

GILMAN, NICOLL & RUTHMAN, Representatives

10 West 44th St.  
New York

73 Tremont St.  
Boston

410 No. Michigan Ave.  
Chicago

507 Montgomery St.  
San Francisco

RAY D. LILLIBRIDGE

*ANNOUNCES*  
*WITH PLEASURE THAT*

ROBERT R. UPDEGRAFF

*WILL JOIN*  
*THIS ORGANIZATION*  
*AS A PARTNER*

ON JANUARY 1, 1926



RAY D. LILLIBRIDGE INCORPORATED

*Advertising*

NO. 8 WEST 40TH STREET, NEW YORK

# Which Comes First—Sales Force or Sales Manager?

Don't Class This with the Famous Egg Question, Because It Has. an Answer

By A. H. Deute

General Sales Manager, The Borden Company

IN the days when the Irish worked along the railroads as section hands, the section boss was that Irishman who could man-handle every other Irishman in the gang. It is said, on excellent authority, that whenever a new Irishman was sent to join a gang, the first thing the section boss felt obliged to do was to whip the newcomer so that there would be no misunderstanding as to who was boss.

Now and then, an Irishman came along who not only undertook to stand up to the section boss but actually whipped him. And then there was automatically a new section boss in that gang.

In a more genteel way, this same sort of thing exists to this day among sales forces. The matter is not settled as the Irish settled it along the railroads, but it still holds true that the sales manager of the average organization is the best man in the organization. Otherwise, it falls into decline and becomes an order-taking outfit, without driving power. Or, on the other hand, that may be just another proof of the contention that the sales manager is the strongest factor in his organization. If he is a spineless individual, not inclined to go out and fight for business, his organization develops into an even more shiftless and spineless group. The real fighters drift away or, for one reason or another, are dropped.

There is a Chicago organization that illustrates this point. It is a woefully weak group of men. It has been going along for years under the management of an individual who never did get his job because he made a fight for it. He is a charming individual, but far from being an aggressive chap who goes out for business.

Into this organization, there drifted a young salesman of the human-dynamo type. He caught the fancy of his boss and was put in charge of a certain part of the business. He was given a crew of ten men. This dynamo took hold of that group and between them they started to bring in great volumes of business. And then there commenced a constant series of bickerings and arguments between the newcomer and his sales manager. Neither had any sympathy for the thoughts and methods of the other:

It was not long before the sales manager discharged his dynamo and was tremendously glad to be rid of him. The youngster regretted losing his job but went out and got himself another one. Within a year, under a sales manager who is just as aggressive as the dynamo ever expects to be, he proved himself one of the strongest business getters in that market. Where the dynamo actually wrecked the former force and put everything into a turmoil and, in the eyes of his sales manager, proved a complete failure, those same qualifications, under another sales manager, are now proving very profitable to the house and to the salesman.

## AN ILLUMINATING STORY

There is an unusually brilliant young newspaper advertising solicitor who is now making a big success but who has three startling failures chalked up against him. His story is illuminating. He left college and went to work for a great advertising manager on a great paper. For this man, he made good. Then, there came an opportunity to go elsewhere at a much larger salary and he went. He failed. He could not get along with his new employer and the em-

ployer could not get on with him. He quit in the middle of a violent quarrel and got his old job back again. He started in where he had left off and made another success.

And then came another opportunity to better himself apparently and again he made the move. Again he failed and again he came back and then did the same thing all over.

He is now thirty years old and has evidently settled down with his old chief. And his old chief and present boss smiles and "bawls him out."

"You see," his chief remarked to me, "the boy is all right, only he's wilder than the average man can appreciate. He's temperamental and moody and brilliant by turns. You've got to know him and like him and enjoy working with him. Otherwise, you will give up in disgust and fire him."

As a matter of fact, the truth of the case is that this youngster works well for this executive because the latter is, not only a hard, rough boss, but in addition to that, a very human boss who enjoys studying these high-pressure youngsters and learns to understand them. His critics say that he is nothing but a brutal driver, but the men who work for him and with him know that under what seems to be a rough method of handling them, there is a tremendous personal interest on his part in seeing them do well. And they accomplish results for him that are unusual. Those same men would never even think of doing those things for any other sales manager.

They tell the story of a certain horse. Ridden by a certain jockey, that horse proved one of the most gentle and willing performers on the track. It invariably made a real and visible effort to win and without exception gave of its best. But with any other jockey up, that horse was vicious and unruly. It seemed to have no horse sense except when ridden by the one jockey.

And that same thing is brought home day after day in many a sales force. A man who is now in

charge of an Eastern sales force was, for some years, a sales manager in a Southern State. Around him, he had built up a force of a dozen men. That little group developed a great local business, and then the sales manager went East to take charge of sales in a business of an entirely different nature. He did not take one of his old salesmen with him. They all had better jobs than he could offer them. They owned their homes in that Southern city and had permanent futures with their house.

#### THEY FOLLOWED THEIR CHIEF

And yet, today, ten years later, almost all of those men have gradually gravitated to their old chief. Not one of them was approached and asked to leave the Southern factory. In each case, man after man applied for a chance to follow their chief and in each case there was no opening. And in each case, the salesman quit his job and drifted elsewhere, but in the end, here is the force almost re-united. Two or three of the old organization are still missing but no one will be surprised to see them turn up one after another.

Investigate any good sales force in the country—any outstanding sales force—and it soon becomes evident that controlling that force, making its plans and its policies and guiding it month after month, is some one around whom that force feels it can gather and for whom it can get results. And it is interesting to find, sometimes, that that individual may be a long way from being a great salesman himself.

A few days ago, I ran into one of the most cantankerous salesmen in the Southwest and one of the best known and most successful. He is a wholesale grocery salesman with a wonderful record of great volume year after year from a small territory. Some of his antics are food for discussion among salesmen and merchants all over Kansas and Nebraska. He is representative of a force of some thirty-five men. That force is building up a great and an interest-

## "What 100 Advertisers Think ~ of Window Displays"

The results of a questionnaire to determine National Advertisers' attitude towards various forms of window display advertising was printed in the November 1925 issue—Printers' Ink Monthly. We quote:

**"Store and Window Hanger Signs Lead the List—Being Used by 71 of 100 National Advertisers."**

**GRAMMES Produces a Unique Line of Metal Advertising Signs for Store and Window Display**

*Etched—Embossed*

*Stamped—Cast*



Our exclusive finishes—"Chemi-color," "Glass-Lyke" or "Etch-Art" give your signs the better qualities that an effective sign should have. Moderately priced, too.

Let Grammes assist you with an effective dealer "tie-up" through these unique and distinctive metal store and window signs.

*We have reprints of the Printers' Ink Monthly article referred to above. Would you like a copy?*

New York  
Office  
Fisk  
Building

**L. F. Grammes & Sons**  
INCORPORATED

**Indoor Sign Specialists**

**321 Union St., Allentown, Pa.**

*Also Mfrs. Metal Stampings, Name Plates, Metal Advertising Specialties, Etc.*



ing business in the face of competitors who assure you that there is no money to be made because competition is too keen and prices are shot to pieces.

I was interested in meeting Frank Wood, of Wichita, who is the actual and nominal and titular head of this rip-roaring group. I was also interested in knowing Fred Loper, the outstanding "hard-boiled" salesman.

It was suggested that Loper be called in from his territory. But it was immediately made clear that nothing but a personal call from the big chief himself would budge Loper from his regular routine of calls.

And then the chief of this hard-boiled organization phoned to one of his hard-boiled salesmen. It was an interesting thing—this opportunity to overhear one hard-boiled individual phone to another. It was the quiet conversation of brother to brother—that was all. Each seemed glad to hear the other's voice over the long-distance phone.

Then, the next day, there took place a long and interesting conversation. But the fact that it was long and interesting and helpful did not matter much—it did not prove nearly so interesting as the very evident fact that here was a team which worked together in perfect accord and perfect harmony. I'll say this for Fred Loper—he's a great salesman, but he's a great salesman because of a great personal regard for, and a personal confidence in his chief, Frank Wood. And I'll say this for Frank Wood—he's a great wholesaler because of the Lopers and the Browns and the rest of the aggregation he has put on his force. Here is an interesting example of a sales force that is great because of its chief and a chief who is great because of his force.

Now, all this leads to one conclusion—namely, the influence of the sales manager upon sales and sales development. It seems to demonstrate the reason why a sales force with a real team spirit can often go to such lengths in building a business in the face of peculiar obstacles. And it seems to prove that the sales manager must come first and build his organization rather than that a sales force can be put together and then a sales manager brought in to run the sales force.

### Alexander A. McCormick Dead

Alexander A. McCormick, sixty-two, formerly publisher of the Chicago *Record-Herald* and the *Evening Post*, died at that city last week. At one time he had been editor and publisher of the Indianapolis *Star*, Terre Haute *Star* and the Muncie *Star*. He was a former vice-president of the American Newspaper Publishers Association and had been chairman of the labor committee of that organization from 1900 to 1907.

### J. P. Licklider with Missouri State Life

Joseph P. Licklider, for the last seven years with the D'Arcy Advertising Company, Inc., St. Louis, has been appointed director of publicity and sales research for the Missouri State Life Insurance Company, also of that city. He formerly was advertising manager of the Campbell Glass and Paint Company.

### Financial Account for Atlanta Agency

Gibson & Gradison, Cincinnati, investment securities, have placed their advertising account with the E. C. Harris Advertising Agency, Inc., Atlanta, Ga. Newspapers, financial papers and general periodicals will be used for the 1926 campaign.

### Litchfield, Ill., "News-Herald" Sold

The Litchfield, Ill., *News-Herald* has been sold by the estate of E. E. Burson, to James H. Skewes and Orson C. Morgan. Mr. Skewes was a former owner of the Danville, Ill., *Press*.

### R. H. Burrill Joins Miami Agency

Roy H. Burrill, recently space buyer of the Charles W. Hoyt Company, New York advertising agency, has joined the Miami Advertising Agency, Miami, Fla.

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# What is Advertising— What Will It Do?

It is a method of telling crowds of people about goods and service for sale.

It must interest, convince and persuade, just as personal salesmen in a limited degree do those things.

If given opportunity to talk to an important buyer, you would send your best salesman.

If the time were limited to five minutes he would carefully prepare in advance what he would say. His success would be measured by the order—not by a good impression made, not by any other standard.

Through advertising a million buyers may be spoken to. How important, then, is the preparation of the message.

We are an organization of men with wide experience in merchandising and advertising of automobiles and accessories, farm implements, foods, household utilities, motor trucks, toilet articles, wearing apparel, etc. May we have the opportunity to develop this theme in person?

**C. C. WINNINGHAM**  
*Advertising and Merchandising*

GENERAL MOTORS BUILDING  
DETROIT

---



## AGENCIES AND ADVERTISERS

have long felt the need of the national unit of 100% motorist circulation now offered by the

## MOTORIST CLASS GROUP

15 highly specialized motor club magazines circulating in the 15 important automotive zones

and

## MOTOR LIFE

with its select national and international circulation.

If you want to sell the motorist, as well as the automobile and accessory dealer, at the lowest advertising cost and without any waste circulation use the

## MOTORIST CLASS GROUP

Mass National Circulation with the strength of intimate local influence in the 15 major automotive zones.

*The entire story of this new important development in automotive advertising sent on request.*

## CLASS GROUP PUBLICATIONS

(Incorporated)

Executive Offices  
208 So. LaSalle St.  
CHICAGO



HAL T. BOULDEN  
& ASSOCIATES, Inc.  
52 Vanderbilt Ave.  
NEW YORK  
Eastern Advertising  
Representatives

# The "Back Home" Copy Appeal

How M. J. B. Coffee Is Selling Home Market Over the Newcomer's Shoulder

By Ralph Crothers

THE stranger within the gates always offers interesting market possibilities for local products. The little factory which makes a better mouse-trap, the local weavers of old-fashioned rugs—all sorts of industries with a neighborhood reputation—have often gained a good start toward fame and fortune because visitors have the habit of spreading their reputation when they return home. When the newcomer is multiplied by hundreds of thousands, as in the case of Miami or Los Angeles, the possibilities increase in proportion and an unusual sales problem is presented. A product known to all natives is totally unknown to the stranger who searches diligently for things with which he is familiar. He remains a difficult prospect for the local product. This problem is being met in an ingenious manner in Los Angeles newspaper advertising by the owners of M. J. B. coffee.

The headquarters of M. J. Brandenstein & Company are in San Francisco and for many years the company has been doing a large and profitable business in the Far West. The Los Angeles division, among the others, was doing a sizable business. Now this city, as is well known, has drawn to itself a host of citizens of other States. A careful investigation among retailers and consumers in Los Angeles recently disclosed the fact that the letters M. J. B. did not represent the synonym for coffee in that city that it did elsewhere in California and the West. It was decided that a campaign featuring an M. J. B. month in the city would help overcome this lack. But how to aim the copy at the newcomer and at the same time remind the natives, was the problem.

It was decided to discover what States had contributed the largest

number of new citizens to Los Angeles and tie up each large piece of copy to each one of these States. On those days when the large copy did not appear, a small twenty-one line reminder in poster form was used. It told the citizens that "this is M. J. B. month in Los Angeles."

Back in  
**Wisconsin**

M-J-B means  
just three letters

—but out here in California  
(and, in fact, throughout the  
West) M-J-B means every-  
thing in coffee connection.

To bring liquor to many  
customers in Los Angeles  
the can't-be-outrivald flower  
dealer needs M-J-B's flower-  
hold word in the West, we  
have set aside November as  
"our exceptional" month.

Remember that M-J-B  
asks you to like what you  
like in coffee and gourmet  
articles it organ. Can anything  
be better!

The first cup  
gives you "M-J-B"  
means every-  
thing in coffee. "M-J-B"  
is your guest!



NATIVE BONS OF WISCONSIN WILL SURELY  
READ THIS COPY

The States to whose former inhabitants the specific copy should be addressed were found to be New York, Indiana, Ohio, Wisconsin, Iowa and Kansas. An appeal to the pride of the newcomer in his old home State was made by featuring the name of the State in bold script, the words "Back in" above it, and the State's great seal immediately below.

Half-way through the month, a larger piece of copy reproduced in large size the small reminder with a background of the names

of the various States in outline letters. There was some discussion before the copy was released whether the text above each State should not be changed instead of always reading "Back in Illinois," "Back in Ohio," etc. However, the caption won the day on the plea that a committee of one, welcoming delegations of various States to a get-acquainted gathering, would make virtually the same speech of welcome to each delegation in turn. It was felt that the repetition of the same words strengthened the impression of each succeeding piece of copy instead of dulling it. "Also, of course," says a man close to the campaign, "we are not overlooking the fact that this copy will be read by many people who were born and bred in Los Angeles, and who may never have been aroused to M. J. B. sales action. Then, too, the human critter will read an advertisement headed 'Back in Illinois' even if he hails from Texas."

### Death of Horace A. Saks

Horace A. Saks, vice-president of Saks & Co., operators of two New York department stores, died on November 27. He was forty-four years of age. Mr. Saks was the son of one of the founders of the business. Since he came into the business as a young man, Mr. Saks had earned the reputation of being one of America's most farseeing merchants. It was his energy and ability that built the Saks-Herald Square store to its present proportions. It was his vision that led the company to establish the Saks-Fifth Avenue store at a point so far north on the avenue that to his many other qualifications Mr. Saks had come to be regarded as a mercantile pioneer.

### Packing Account for Cleveland Agency

The Conneaut Packing Company, Conneaut, Ohio, manufacturer of Conneaut and Metallic packing, has appointed Oliver M. Byerly, Cleveland advertising agency, to direct an advertising campaign on its Metallic brand of packing. Industrial and automobile papers will be used.

### R. O. Wheatley Joins Winsten & Sullivan Agency

R. O. Wheatley has joined the Montreal office of Winsten & Sullivan, Inc., advertising agency, as account executive. He was recently with the R. Sykes Muller Company, Limited, advertising agency, also of Montreal.

### Eastern Catholic Newspapers to Be Sold as Group

A combination of Eastern Catholic newspapers has been formed for which advertising will be sold as a group. The following papers are members of the combination: *The Catholic News*, New York; *The Tablet*, Brooklyn; *The Union & Times*, Buffalo, N. Y.; *The Transcript*, Hartford, Conn.; *The Visitor*, Providence, R. I.; *Standard & Times*, Philadelphia; *The Observer*, Pittsburgh, and *The Catholic Review*, Baltimore, Md.

Joseph V. Dorgan, has been appointed national advertising representative with offices at New York. He formerly was, for five years, a member of the advertising staff of the *New York American*.

### James O'Shaughnessy to Address Farm Meeting

James O'Shaughnessy, secretary of the American Association of Advertising Agencies, is to be one of the principal speakers at the seventh annual meeting of the American Farm Bureau Federation which will be held at Chicago from December 7 to 9. He will discuss "The Application of Advertising to the Farming Industry."

President Coolidge, Senator Arthur Capper, and Owen D. Young, of the General Electric & Manufacturing Company, also will speak at this meeting.

### T. E. Dalton Joins Savage Arms Corporation

T. E. Dalton has joined the advertising department of the Savage Arms Corporation, manufacturer of Savage arms and household electrical appliances, New York. He formerly was with the Wm. H. Rankin Company, Inc., Chicago and Ray D. Lillibridge, Inc., New York.

### New Accounts for Milwaukee Agency

The R. N. Williams Company, Milwaukee, investment banking, has appointed Olson and Enzinger, Inc., advertising agency of that city, to direct its advertising account. The Northwestern Mutual Life Insurance Company, Milwaukee, has also placed its account with this agency.

### King Whitney with Atlanta Agency

King Whitney, formerly with the McCabe-Whitney Staff, Boston, is now in charge of the department of direct advertising of the Lewis & Coffee Advertising Agency, Atlanta, Ga.

### Statler Hotel Headquarters Moved to New York

The Hotels Statler Company, Inc., has moved its executive offices from Buffalo, N. Y., to New York.

Every newspaper has a distinct personality. In fact, it is not difficult to think of a newspaper in terms of human characteristics.

One, for example, may be ponderously conservative; another condescendingly tolerant; a third flippant and insincere.

Picture a man of quiet dignity tempered by human understanding; a man of many friends; he possesses judgment, a sense of humor and a keen appreciation of life's values. Men in all walks of life like to meet him; he is warmly welcomed in their homes.

The Observer-Dispatch, of Utica, would be just such a man.

## *The* Utica Observer-Dispatch

A GANNETT NEWSPAPER

*Each the leader in its field*

Elmira Star-Gazette-Advertiser  
Elmira Sunday Telegram  
Ithaca Journal-News

Newburgh News  
Rochester Times-Union  
Utica Observer-Dispatch

# Scientific Words as Trade-Marks

The Patent Office Thinks They Have More Advantages Than Disadvantages

*Washington Bureau  
of PRINTERS' INK*

THE fashion in trade-marks is showing a well-defined tendency toward scientific names and coined words of a scientific connotation. Two excellent and very recent examples are "Orthophonic" and "Panatrope," names for the new music reproducing machines manufactured by the Victor and Brunswick concerns respectively. In the radio field, similar names and marks are legion.

There has been considerable discussion, among advertising men, regarding the advisability of adopting words of this kind as trade-marks for any class of manufactured products. The argument against their use is that they are entirely unfamiliar, frequently meaningless to the public and difficult to remember — charges, which, if sustained, are to say the least, convincing.

In discussing the subject the other day, T. L. Mead, Jr., Chief of the Trade-Mark Division of the Patent Office, was inclined to take the opposite view. He said that, so far as he had observed, trade-mark fashions of the kind appeared to find their beginning in some new and interesting industry, and that when it is considered that the manufacturers are, first of all, attempting to interest those who are making a hobby of some scientific device, the application is both logical and influential. "Here in the Division," Mr. Mead continued, "we hear a great deal of the advertiser's side of trade-marking. On the other hand, we are in a position, frequently, to gain a pretty good idea of the public's acceptance and interpretation of all kinds of marks.

"Years ago, you will remember, while photography for the amateur was being perfected and before the service of developing and printing was so complete, we had something of the same condi-

tion. Manufacturers introduced such trade names and marks as Velo Stigmat, Plastigmat, and Rectigraph. The first two of these referred, of course, to the parent word 'anastigmatic,' which is a scientific word applied to lenses which do not distort or blur the image.

"The invention of these lenses marked a great improvement in the photographic art for amateurs. Being fans or enthusiasts, they were willing to accept any word which made their hobby more interesting and understandable.

"Therefore, in adopting these scientific words, or at least words with a scientific sound, the manufacturers undoubtedly knew what they were doing. At that time, I do not think it was possible to sell a camera to a man who had not studied photography to some extent at least, and if he had studied it at all such words were entirely acceptable and, so far as he was concerned, easily remembered."

## WIDER INTEREST IN SCIENCE

Another interesting fact brought out by Mr. Mead, is the great change in the public mind regarding scientific subjects. He mentioned that a fifteen-year-old boy of today uses more scientific words and phrases than were used by the average man twenty years ago. As scientific knowledge becomes more general, the number of people capable of comprehending and retaining scientific terms naturally increases.

The development of the automobile too, is a contributory factor. The popularity of the automobile and the great volume of automobile advertising has introduced the scientific names of steel alloys and many others of the kind to the public. But never before has the development of any industry so captured the imagination of all classes and ages as that of radio. It has introduced

We are pleased to announce that

STANLEY Q. GRADY

formerly Director of Sales and Advertising

*of*

Sun Maid Raisin Growers

and, more recently,

Director of Sales and Advertising

*of*

The Dairymen's League

is now associated with our Organization

PICTORIAL REVIEW

*Lane Block*

Advertising Director

---

# An extra service from your printer~

If your printer has a CLEVELAND Model "B" Folder, it means that he can offer you any one of 210 different folds for your literature.

He can show you samples of distinctive, attention-getting folds for your circulars and broadsides. Ask to see these specimens.

Also, besides folding all your work more speedily and accurately, certain kinds of jobs may be folded at very much lower cost, due to certain exclusive CLEVELAND folds.

Give us the names of the printers you are considering for your work, and we will tell you which ones have CLEVELAND Folders.

**THE CLEVELAND FOLDING MACHINE CO.**  
Cleveland, Ohio

more long, scientific and pseudo-scientific words in a shorter length of time than probably any other new industry the world has ever seen.

In commenting on this, Mr. Mead remarked that in physics there is a word which means a unit of force. It is called "dyne." For some reason, radio engineers and manufacturers have singled it out and used it generously. So we have Ultradyne, Superdyne, Thermodyne and Superheterodyne.

"Some of the names we have been talking about," Mr. Mead continued, "are registered trade-marks; others are not registered but can undoubtedly be protected under the common law."

It was also learned that Superheterodyne, for instance, is not now registered, probably because it would be considered as a descriptive word; but it is also probable that if the manufacturer who has adopted it uses it exclusively in the trade long enough, it will acquire a secondary significance which will justify its registration.

#### USE OF A ROOT WORD

"Then there is a group of words in the radio field," Mr. Mead continued, "based on a root word meaning a unit of control, such as Monotrol and Monoplex, and others. The sources of these words are, of course, their greatest value. An advertiser may take a scientific root word that is well-known to those whom he desires to interest in his product, and by modifying the word secure a registrable trade-mark that is highly significant and suggestive. As a rule, the scientific marks are created in this way and when you consider that, in most instances, the manufacturer is using his trade-mark to attract a definite, informed class, the application appears to be wise.

"In advertising such a mark to a definite class, the advertiser is also, in many instances, educating the public. If I am not mistaken, Antikamnia was adopted for a proprietary medicine advertised to physicians only. Through use, the drug became known to certain classes of the public and now the

mark is widely advertised and generally remembered.

"Bromo Quinine is a more simple mark of a similar character. It has a highly scientific sound and until it was advertised it might have been considered to be over the heads of the great mass of the public.

"In the automobile field, we have many words of the kind used as trade-marks. Locomobile is one, and undoubtedly when it was first adopted it was considered a jaw-breaking name by many people; but now, it is generally familiar.

"Therefore, the Patent Office, I think I may say, rather looks with favor on trade-marks which have a scientific aspect. They are particularly acceptable to that part of the public which understands their significance. They are not, as a rule, so likely to get into interference, and, in time, they become unmistakable indicators of origin.

"Furthermore, in the minds of a great many people, they have an importance because of their mystery. They are impressive, and while at first they may be open to criticism on the basis that they are not easily remembered by the average man or woman, in many instances they soon take the place of the colloquial term for a product when they are adequately advertised."

#### "Industrial Psychology" to Be Published

The first issue of *Industrial Psychology*, a monthly devoted to the human element in industry, will be published January 1, by Donald A. Laird, of Colgate University, Hamilton, N. Y. Hilda Drexel is business and advertising manager. The new publication will have a type page of 5¼ inches by 8½ inches.

#### Candy Account for Schultz-McGregor Agency

E. Greenfield's Sons, Brooklyn, N. Y., manufacturers of Cupid and Delatour chocolates and other candies, have appointed The Schultz-McGregor Corporation, New York advertising agency, to direct their advertising account.

#### David L. Luby Dies

David L. Luby, publisher of *The Bowlers' Journal*, Chicago, died at that city last week at the age of sixty-nine.

# Novelty Backgrounds Inject New Atmosphere into Trade Copy

Business and Industrial Paper Campaigns Are Reaching for New Effects

By a Commercial Art Manager

**A**N advertiser in business papers made a singular yet significant remark the other day, when addressing his associates on the general subject of composition, display and novelty in the physical attributes of a campaign, he said: "I think we all sometimes forget the volume of competitive display in business-paper advertising. It is more necessary to seek attention-compelling devices in these papers than anywhere else. And the audience to which we appeal is more exacting, I believe. It requires high-powered attention-value to individualize the advertisement."

"I was annoyed and displeased to be told by some people, not long since, that it was difficult for them to follow our advertising in business papers. They claimed it lacked character. It melted in with the vast amount of similar advertising. It might be sensible, to the point, efficient in the story it told and in the photographic illustrations it put forward, but it did not, as a continuous year-after-year campaign, sufficiently impress itself upon the reader."

"This set me to thinking. I began to study business-paper copy with a more exacting eye. I tried to see it first in a physical sense, rather than to analyze its merits as selling argument. There were few criticisms to pass upon the wording. The copy was intelligently written. The pictures represented my idea of business-paper illustrations for a product of this character. Suddenly, I became conscious of the fact that our campaign, as a whole, possessed comparatively no physical attraction. It was easy to pass our advertising by. It was without proper eye-lure. It would seem absolutely essential today, not only to make sure that what you picture and say is well done, but to present these factors in some

manner which will make it more or less certain that the reader will stop and look them over."

This, of course, is no new doctrine. Sooner or later, all advertisers make the discovery. It is then that they become far more



A DECIDEDLY NOVEL BACKGROUND EFFECT WHICH ATTRACTS ATTENTION

lenient with those whose specialization is to put individuality into layouts and display power into typography.

The background scheme for business-paper advertising is important, in that it is a step in the direction of unusual display. The advertiser may be opposed to unconventional illustrations, but he can be won over to a compelling decorative scheme of unique stages upon which he may play his industrial drama. Likely there are themes for such effects under his own roof, allied with the product, the copy and the spirit of the campaign.

It was discovered, as an in-

A  
Call  
to Action

❶ Final advertising forms for the Annual Show and Reference Number of MoToR will close on December 10th at 5 P.M. ❷ All copy and cuts must reach our New York office by that time. ❸ The size of the type page is 8¼ by 12 inches. ❹ Prepare copy at once and send it immediately.

Edition  
100,000 Copies

Price  
\$1.25 a copy

# MoToR

"The Automotive Business Paper"

EARLE H. McHUGH • Business Manager

119 WEST 40TH STREET, NEW YORK

Boston American Building • BOSTON  
Hearst Building • CHICAGO

Bellevue Court Building • PHILADELPHIA  
Kresge Building • DETROIT

stance, by the Republic Iron and Steel Company, that by photographing sheets of the metal turned out in the plant, a design was automatically created which was far more original and unique than anything a decorative artist could devise. Various sheets of metals supplied different effects. A section of one of these produced a series of whirling wheels, fan-shaped, and spectacular flashes of luminous color, and groups of little shimmering petals, not unlike flowers.

In the mills of the company, then, there were great sheets of the most extraordinary design, as metal became the master-artist of the occasion. Sections were photographed, in strong light, and these prints mounted. Mortises for type were cut in them, and camera studies of installations superimposed artistically. A campaign was devised which was, in every way, characteristic and compelling. By making enlargements from the first set of originals, the backgrounds became all the more extraordinary.

In the advertising in business and industrial publications of a friction saw, the advertising department experimented with backgrounds formed of odd perspective views of the saws, which, incidentally, are of great size. They were placed at angles and photographed under lights placed scientifically for the purpose. The result was a series of strange views of saws, their teeth glitteringly prominent, and the flat surfaces of the metal serving as an ideal base for either white or black superimposed type.

Those who had worked nearest to the actual production of Hastings asphalt blocks were not con-

scious of the fact that they represented a highly-decorative background pattern for business-paper advertisements, and doubly important, because they automatically visualized the product itself. A photographer-artist realized the possibilities. By taking pictures, in sharp perspective, of loading platform and trucking courts, covered with the asphalt blocks, a sort of dec-

THE CAR THAT MEETS  
YOUR NEEDS  
**STUTZ**  
GOOD IN A DAY

*HAVE* you noticed that numerous organizations become too big—grow unwieldy because of its very size—cannot shift rapidly to meet changing conditions—cannot make changes even for the better without months of preparation. Isn't it logical that the quickest solution of YOUR problems as a dealer should come from an organization such as STUTZ—headed by men who know YOUR problems by actual experience and in a position to help you meet them RIGHT NOW? The actual FACTS we have to answer your line of inquiry should give you definite proof that we can help you.

**FREDRICK E. MOSKOVICS**  
President  
**STUTZ MOTOR CAR COMPANY**  
OF AMERICA, INC.  
Indianapolis, Indiana.

STUTZ HITS ON A BACKGROUND IDEA THAT MAKES ITS COPY STAND OUT

orative pattern was created, visually interesting because of the diminishing perspective areas of the blocks themselves. These generously large gray areas, light in color, served well to set off any other units which were placed on top of them.

It is no new thought for these advertisers to use their own products as a standardized decorative pattern for advertising pages, including everything from metal patterns to screws and bolts and nuts, but considerably more resourceful-



## *“Keep your seat!”*

**I**T IS always pleasant to tell people facts you know they'll be glad to hear.

We are helping The Burd High Compression Ring Company tell several millions of people who ride in automobiles that the Burd-Gilman Shock Absorber is a synonym for “keep your seat.”

The Burd-Gilman Shock Absorber possesses certain differences from other products of its kind; differences so important that within a remarkably short time the Burd-Gilman Shock Absorber has become one of the “best-sellers” in the accessory field.

## **Williams & Cunnyingham**

*Whose business is the study and  
execution of good advertising*



SIX NORTH MICHIGAN AVENUE • CHICAGO

# DIRECT MAIL

## *Service thru Thousands of Dealers to Millions of Consumers on Time!*

There is no division of the advertising profession that requires such exacting, skilled service as dealer-to-consumer Direct Mail.

Dealers want their mailings on time—on the dot. They want names spelled right, the street addresses correct, and their mailing pieces all ready for the mail box.

The distribution of dealer-to-consumer Direct Mail is plainly the work of specialists.

Electrograph has been meeting such demands for years . . . filling, as parts of concerted national programs, thousands of separate dealer orders . . . localizing and addressing millions of pieces to individuals . . . with devotion to schedule.

Serving you, Electrograph operates as a bureau of your own office. A staff of specialists is assigned to watch over the Direct Mail welfare of your dealers. And the beauty about it is that they do not appear on your payroll.

Being specialists Electrograph Direct Mail counsel is of value. Electrograph creative service is being utilized by some of the largest manufacturers. Copy, art and investigating service—all are available to Electrograph clients.

Electrograph was organized nineteen years ago to fill but one niche in the advertising field, that of Direct Mail service to both the manufacturer and his dealer.

Today Electrograph is lifting harassing detail work from the desks of many prominent advertising and sales managers, and likewise is relieving thousands of dealers of tedious clerical work they neither like nor want to do.

THE ELECTROGRAPH COMPANY  
Home Office: 725 W. Grand Boulevard • Detroit, Mich.

# Electrograph

*Created* **DIRECT-MAIL** *Localized*  
*Individualized*  
*Distributed*

ness is now displayed in the artistic handling of such camera designs. They are not so obvious; they are based on unusual posings and conceptions.

Would you suppose that photographs taken of fifty-foot excavations in limestone would become as artistic as any studio canvas, when handled as background material? Deep down in the earth, tiny workmen are seen at their jobs, chasms of strange formation, pits of granite and sandstone formations that suggest the upheaval of a primeval world, and all of this given beauty and great artistic value. The Sullivan Machinery Company makes its advertising backgrounds of such vistas. As manufacturers of heavy drilling rotating machinery, the atmosphere is, of course, appropriate.

Ordinary photographs of excavations would have been not unlike thousands of other installation photographs employed by advertisers in this field. But the Sullivan Rotator campaign has been given a background set of unusual artistic merit because of the fact that special camera studies were made for this specific purpose, by a photographer who understood values. His viewpoint has been off the beaten path as he poises his camera in the most unexpected places and at the most surprising and unconventional angles. Month after month, these picturesque backgrounds form an overall and atmospheric tone, against which mortises and reproductions of Rotators are placed in perfect balance.

It is interesting to find that imaginative comparisons and copy themes are permitted to suggest poster backgrounds which, a few years ago, were never seen. Thus, it is surprising to come upon a design made up of mushrooms, decoratively spotted, in the midst of so many conventional pages of business-paper advertising. Mushrooms! How irrelevant! The advertiser is issuing a warning. Beware of treacherous mushrooms; and the same applies to set-screws.

In its advertising to business men and to industry in general,

## School College and Educational Pages

appear regularly  
in the

## Boston Evening Transcript

*A Boston Institution  
Established 1830*

*National Advertising  
Representatives*

**CHAS. H. EDDY CO.**

**Boston New York Chicago**

**R. J. BIDWELL CO.**

**San Francisco Los Angeles**

# In JOURNAL POST CITY



**The Entire  
JOURNAL-POST  
FAMILY  
Reads Gravure  
in the  
Sunday  
JOURNAL-POST  
EIGHT PAGES WEEKLY**



**170,509  
Sunday Circulation**

***The Only Gravure in  
Kansas City***

**Kansas City  
JOURNAL-POST**

**VERREE & CONKLIN, Inc.**  
New York Chicago  
Kansas City San Francisco  
Detroit

The California White Pine Manufacturers Association uses a background, not of the product itself, but of impressive pen and ink action scenes up in the timber country, where the immense logs are chained on flat cars and tediously transported through aisles of giant trees. The scent of the pine is in the air in these very interesting back-drops, and not even the superimposed photographic studies of woodwork, of raw materials and of installations manage to detract from the charm of the entirely secondary pictorial elements. Another lumber association used, for a year or more, sectional views of woods, as seen through a microscope. They were both educational and decorative, and provided background effects of the most original character.

## SLATE AS A BACKGROUND

The Knickerbocker Slate Corporation also employs its product in an ever-changing variety of pictorial moods, as background material. They are no mere haphazard photographs of slate roofs, and other slate installations, however. Lighting and artistic study of the theme makes it possible to secure really beautiful results.

The point should be stressed again, that it is all in the way this sort of thing is done and the artistic capabilities of the camera man who makes the first print and the layout artist who assembles the different ingredients of the advertisement. Lack of judgment in assembling other illustrations, borders, headlines and typography would detract from the completed page.

It was a young workman in a machine nut and rivet plant who had much to do with revolutionizing the atmosphere of his company's advertising. He was several months planning a very fine display of every little rivet, nut and screw the factory produced. There must have been at least forty of them and these he mounted on a piece of handsomely-grained and polished wood. There was no scattered display. These separate articles, inherently inar-

**In Dayton with  
38,036 Homes**

(G. R. L. POLK ESTIMATE)

## **THE DAYTON NEWS**

**HAS A CITY CIRCULATION OF  
35,401 NET PAID**

(A. B. C. Report of Sept. 30, 1925)

**DUE TO THIS  
BLANKET COVERAGE**

## **THE DAYTON NEWS**

for the first 10 months of 1925 carried 1,005,102 lines more of national advertising than the second paper, 943,908 lines more of national advertising than the third paper and

**117,502 Lines More of  
National Advertising**

than these two papers combined.

**This is convincing proof that Dayton can be  
covered with The Dayton News alone.**

*Member of the News League of Ohio*

**DAYTON NEWS—CANTON NEWS—  
SPRINGFIELD NEWS  
SOLD IN COMBINATION**

**I. A. KLEIN**  
New York Chicago

**A. J. NORRIS HILL**  
San Francisco Los Angeles

tistic, when made into an ornate design, became really beautiful, and the polished, grained wood was an additional bit of genius.

It was the worker's thought that this completed display might be hung in one of the executive offices. Advertising had not been in his mind when he took the trouble to make the mounted display. The advertising department saw it, photographed it under a battery of studio lights, and put it to excellent use. The same plan has since been adopted for catalogue pages, grained wood backgrounds being employed throughout the brochure, in natural colors.

"It's all velvet for Sanford," headlines a Westinghouse page, and the eye is somewhat startled by a background composed entirely of velvet, upon which strange and mysterious rays of light play. But the illustrations placed over it are of machinery and as prosaic as the most exacting manufacturer could wish. It just so happens,

however, that the machinery in this case is used for the purpose of manufacturing the fabric.

Many campaigns have been greatly brightened, in recent months, by these unusual background ideas, these postery decorations against which the more prosaic themes of the advertiser are emblazoned. The good work should continue. No more than the surface of its possibilities has been touched.

### Canadian Biscuit Makers Amalgamate

Viau & Frere, Montreal and J. Dufrésne, Limited, Joliette, Que., biscuit manufacturers, have amalgamated. The new organization will be known as the Viau Biscuit Corporation, Limited, with headquarters at Montreal.

### Campaign to Start on Waterproofing Product

The Repel-A-Rain Company, Philadelphia, has appointed the Merad Company, advertising agency, of that city, to direct the advertising of Repel, a waterproofing product. A consumer campaign will be started in January.



**MORE POWER TO YOUR ADVERTISING**  
..... *and less waste!*

**"A** GENUINE contribution toward the trend that is working to take the guesswork out of advertising." We appreciate this comment from another advertising agency and will be glad to send our book "Waste Places" to all advertisers who are interested.

**Doyle, Kitchen & McCormick, Inc.**  
2 WEST 45<sup>th</sup> STREET NEW YORK  
*Advertising*

# LINOTYPE BORDERS

LOUIS XV SERIES



24 Point 814



24 Point 814 i



24 Point 814 j



24 Point 814 e

24 Point 814 d



24 Point 814 g



24 Point 814 h



10 Point 201 1/4, 201, 201 1/2

*Write for copy of the booklet LINOTYPE DECORATIVE MATERIAL, showing this and other Linotype series complete*

DEPT. OF LINOTYPE TYPOGRAPHY

MERGENTHALER LINOTYPE COMPANY

461 Eighth Ave., New York

580.28.12-J

## The Greatest Selling Force in the Canadian Farm Field

*Why is the Family Herald and Weekly Star the  
Most Productive and Economical Medium in the  
Canadian Farm Field?*

### *The Editorial Reason*

THE FAMILY HERALD AND WEEKLY STAR is written and edited especially for the farm homes of Canada. Not only in agriculture but in practically all of its many departments it contains more reading matter than any other Canadian farm journal, thus combining within itself as no other publication does, all the interests of the farmer and his family.

### *The Circulation Reason*

For many years THE FAMILY HERALD AND WEEKLY STAR has had a far greater circulation than other Canadian farm journals, but since the subscription price was reduced to the pre-war figure of \$1.00 it has forged farther ahead than ever and has gained more than 50,000 in less than 6 months.

### *The Advertising Reason*

THE FAMILY HERALD AND WEEKLY STAR has for years carried more advertising than any paper of its class in Canada; for its strong reader interest and prestige, combined with its large circulation and low advertising rates have established it as the greatest and most essential medium for advertisers who wish to cover effectively the Canadian farm market.

## **The Family Herald and Weekly Star**

*Canada's National Farm Journal*

Established 1870

**Montreal**

**Canada**

BRANCH OFFICES:

NEW YORK

CHICAGO

TORONTO

WINNIPEG

LONDON, ENGLAND

## A Red Hot Postal User Complains

THE ADVERTISERS' PRESS, INC.  
MINNEAPOLIS, MINN.

Editor of PRINTERS' INK:

I had occasion to mail a number of cards the other day and when obtaining postage was informed the rate was first class. I was informed that the card size made it so.

Being curious, I had them measured and upon close examination found that my cards were larger by a quarter of an inch than regulation—hence they wouldn't take first class postage, but the words "Post Card" were then discovered on the other side, hence the rate again jumped to first class.

Now, the question in my mind is, how is it possible that the Government itself puts out a card that will go for less money—of the same dimensions that require greater postage on others? For my information can you tell me whether the Government prints its own cards and if it manufactures its own paper?

It looks to the outsider as though not a little graft or politics has put the postal department in the same class as some other departments.

Any information I get will be appreciated.

THE ADVERTISERS' PRESS, INC.  
C. A. KAMMANN.

APPARENTLY, Mr. Kammann did not send any souvenir cards back home when he took his vacation this year. If he had, he would have discovered the situation he complains of before now.

On April 15 of this year, revised postal rates went into effect for the purpose of bringing in money to overcome an alleged deficit in Post Office operations.

Postal cards that the Government furnishes (paper, printing and one cent stamp mark) were not changed in price.

But postcards that users paid for and had to affix stamps on were given increased postal rates. It was decided that on private mailing cards and souvenir mailing cards that were privately printed, the rate of postage would be two cents instead of one cent.

It was also decided that "plain printed cards not bearing the words 'postcard' or 'private mailing card' and containing no writing other than the address and not conforming with the regulation size of a postcard (i. e., larger



Convince the  
Readers of  
"PUNCH"  
by a good  
Advertisement of a  
good Product  
and you have  
convinced the  
most discrim-  
inating public  
in the world.

Rates and particulars  
of available space  
from

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
80, FLEET STREET  
LONDON, ENG.

# York County, Penna.

Two-thirds of the personal property tax of the county comes from outside its largest city.



1. Fourteenth county in the United States in agricultural wealth.
2. Second county in Pennsylvania in farm owned cars.
3. Wages in manufacturing plants alone in York County in 1924—\$22,199,800.00.

## York (Pa.) Gazette and Daily

*(Covers the whole field completely and intensively)*

**Howland and Howland**  
National Representatives

NEW YORK  
393 Seventh Ave.

CHICAGO  
360 North Michigan Avenue

than 3 9/16 by 5 9/16) shall be considered as *Third Class* matter and may be mailed for 1½ cents instead of the new two cent rate which applies to private mailing cards and postcards."

The foolishness of such rate-making is readily apparent. Of course, people are going to object if it costs twice as much to mail a card that they buy as it does to mail one that the Government furnishes free of charge.

What the exact effect of this change has been on postal revenues we are not able to say. If we were asked to guess, we should say that it has lowered the postal revenue. Such a guess would be based on testimony recently given before a Congressional postal rate investigating committee.

A representative of the F. W. Woolworth Company, O. F. Douglas, Jr., who appeared before that committee in New York, declared that the postage increase from one cent to two cents on souvenir mailing cards had caused his company's business to drop off from one-third to one-half. His company's fall orders, he declared, were consequently cut in half. The annual volume of souvenir postcards handled by the Woolworth stores was fixed at between 35,000,000 and 50,000,000 cards.

What about people supposed to have more money than those who go to a Woolworth store? Say, those who can afford a trip to Atlantic City. Samuel E. Saltzburg, a wholesale distributor of postcards in Atlantic City, gave testimony on the postcard buying habits of visitors to Atlantic City. Here is what he told the Congressional Committee at a meeting in Philadelphia:

"Since April 15 of this year and up to July 15 we have decreased our sales over one-third. Instead of the hotels buying 100,000 at one order, at this time they are now buying 20,000, and then they claim they are buying 10,000 more than they should. The people refuse to pay the two cent postage."

From such testimony we should

WHEN an advertiser is trying to reach people above the lowest level of humanity he cannot afford to use the lowest level of typography. Yet many advertisers are still "typography-blind." But others are learning.



WIENES TYPOGRAPHIC SERVICE

INCORPORATED

203 WEST 40TH STREET, NEW YORK

Telephone: LONGACRE 7034

## Better Results from Your Direct Selling!

**T**HE RIGHT KIND of Direct Advertising is intelligently planned after the market and all merchandising angles are carefully surveyed and analyzed—the lists selected and classified according to specific appeals and purchasing possibilities.

To get the most out of your Direct Advertising, it is important to have a thorough knowledge of the science of marketing by mail. This means years of experience in planning, preparing and producing attractive selling messages that appeal.

This service we offer you. A service invaluable to the success of your Direct Advertising.

It will pay to discuss the plans for your next Direct Advertising Campaign with us.

Merchandising Analysis,  
Copy, Art and Plates, Printing,  
Form Letters, Mailing Lists,  
Addressing and Mailing.

### Buckley, Dement & Co.

1304 Jackson Blvd. 247 Park Avenue

CHICAGO

NEW YORK

Phone

Phone

Monroe 6100

Ashland 0573

say that the Post Office Department needs a business nurse, advisor, guide and counselor when it comes to making rates that bring in revenue and permit the Post Office Department to be used for what it was intended to be—a service for all of the people.—[Ed. PRINTERS' INK.]

### Federal Trade Commission Recognizes Rayon

The Federal Trade Commission has officially recognized the word Rayon as the proper term for artificial silk. A resolution adopted states that recognition is due to the term because it is used in many industries and trades, and that Rayon has been adopted by many different associations and is generally accepted by the trade and the public to mean artificial silk.

### Delco-Light Company Starts New Division

The Delco-Light Company, Dayton, Ohio, manufacturer of Frigidaire and other Delco-Light products, has established a public utilities division at New York. William R. Winans, formerly with the merchandising department of the Henry L. Doherty Company, is in charge of the new office.

### Roger Harris with "International Studio"

Roger Harris has joined the advertising staff of *International Studio*, New York, as representative in New York City and the New England territory. He has been with Sweeney & Price, publishers' representatives, Boston, for the last two years.

### Clothing Account for A. Harris Horton

Fruhauf Brothers, New York, manufacturers of men's clothing, have appointed A. Harris Horton, New York advertising agency, to direct their advertising account. Newspapers will be used.

### R. R. Updegraff Joins Ray D. Lillibridge

Robert R. Updegraff has joined Ray D. Lillibridge Incorporated, New York advertising agency, as a partner.

### James Monahan with National Program Publishers

James Monahan has been made advertising and promotion manager of the National Program Publishers, New York.



**C**ECIL F. BENNETT,  
formerly president of The  
Koch Company of Milwaukee,  
is now associated with this  
organization.

**OLSON & ENZINGER, Inc.**

*Advertising*  
**MILWAUKEE**





## *The Oregon Journal* brought Santa and his reindeer to the Pacific Northwest

Real, live reindeer, Dasher, Dancer, Prancer, Vixen, Donner and Blitzen were brought to Portland by the "live" paper.

The Oregon Journal has made this Christmas Season in Portland outstanding.

Advertise in the Oregon Journal—the largest evening paper in the Pacific Northwest.

It is "up and doing."

# Oregon Journal

**BENJAMIN & KENTNOR, Special Representatives**  
New York Chicago

# Answers That Don't Answer the Dealer's Inquiries

A Little Preparation and Common Sense Would Produce More Sales Letters Containing a Real Selling Message

By George G. Gatchell

FOR some weeks, now, my wife has been intimating to me that she would like to have me buy a vacuum cleaner for the house. Though we have been reading advertisements and been considering the matter for some years, a vacuum cleaner is not yet a part of our otherwise fairly modern household. I was wondering last night what I should think, if going up to the hardware store on Main Street I should ask the clerk behind the counter to show me the two different makes of vacuum cleaners he carries in stock, and after asking his advice on the subject he should address me somewhat as follows:

"It is good to see you this morning, Mr. Gatchell. You never did a smarter thing in your life than when you walked in our front door. You no doubt know that we have been in business here on Main Street for thirty-five years. During this time we have built an enviable reputation for good merchandise, honest dealings and conscientious service. When it comes to vacuum cleaners we are second to none."

Then, I might interrupt him and say: "But does that one over there by the door beat the rugs as well as clean them?" And he might then continue somewhat as follows: "Mr. Gatchell, when a man of your undoubted integrity and standing in the community comes in here and asks our advice upon a subject of so great importance in his own home, we are fully cognizant of the honor you have done us. We are always at your service night and day."

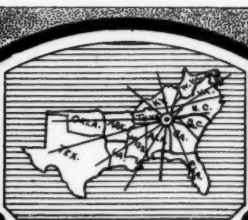
If, again, becoming a little nervous, I should say: "Tell me, old man, how much money will it cost me per hour to run this cleaner?" and he should continue, without

answering my question or even glancing at me: "We shall always be very glad to have you come here and examine our full line. Whenever you are up this way drop in and see us. Whether you actually make a purchase or not we are always glad to show you, always anxious to serve"—why by that time I would be annoyed but might ask one more question, perhaps concerning time payments. Then, the salesman would thank me for my visit, bow politely and walk quickly away. Of course, by this time the head of the store and I would send for the patrol wagon, believing we had a dangerous lunatic to deal with.

Yet, writers of so-called sales letters who operate on the same principle are not only allowed at large, but allowed also to lose thousands of dollars in business for the concerns which hire them.

In answer to definite questions asked by prospects about the merchandise or concerning the agency for it, these careless correspondents make reply by vague generalities about the standing and reputation of the house, about service and quality. Sometimes they enclose a booklet, "which will answer any points not covered in this letter." The idea of listing each question and answering it, in turn, never seems to occur to them. A dealer of my acquaintance wrote recently to the maker of a product which he thought would be a good thing to stock in his stationery store. He asked two definite questions concerning it. One concerned the type of container; the other was on price and quantity. The reply told him to "please refer to A-122 in reply."

It was a form letter which told him he probably had not had time to read their previous letters,



## CHATTANOOGA

### "Dynamo of Dixie"

Strategic location of business headquarters is of prime importance to any concern desiring to serve the rich southern field most efficiently.

The splendid location of Chattanooga in practically the center of the southern states is one of the many advantages the "Dynamo of Dixie" offers as a base of operations for concerns designed to sell the southern field.

Business executives are urged to closely consider Chattanooga as a site for a southern sales and distributing center before locating in the South.

Write today for information about Chattanooga's advantages as applied to your particular business.

**CHATTANOOGA**  
Clearing House Ass'n  
840 James Building  
Chattanooga, Tenn.

### Visit Chattanooga

See famous Lookout Mountain, Signal Mountain, Chickamauga Battlefields, and many other points of beauty and interest in and about the "Scenic Center of the South."

touched briefly on the age and standing of the company, and then quoted a bargain price on one product made by the company (not the one he had asked about) as an inducement to him to stock the full line of nine products. His questions were ignored.

Another retailer in the drug field received, as his reply to several questions, a form letter of the usual general sort. But this writer went one step farther. He told the questioner that complete information would be found in the enclosed circular. It wasn't found there. The circular contained a picture of the plant and some strong statements concerning the company's facilities for prompt shipments. Yet, these dealers who take the trouble to ask questions which are not answered, are as truly prospects as I am when I come into the store on Main Street prepared to be sold a vacuum cleaner after one or two of my questions are answered.

There are many concerns where each sales correspondent is made to visualize the prospect who wrote the letter, to inform himself by contact with the merchandise experts and the service department so that he can answer questions intelligently. The letters going out from such concerns in answer to dealers' inquiries are real sales letters. They produce new customers and hold old ones.

But the great number of careless replies which ignore questions in a manner comparable to that of an insane clerk at a retail counter, indicates there is plenty of room for improvement in most correspondence departments, and that many of them are so bad that they demand quick attention from the boss.

Wouldn't a rule and a policy like the one below cure an evil which is now causing widespread waste?

#### Rule Number One for Correspondents. A. Questions.

Before answering any letter read it over carefully and list all questions. Go over this list with the head of the department, and then go to any person in any other department, who can give you expert knowledge on the subject.

Translate this knowledge in your letter



## There's Only ONE Medium in Central Illinois

A Recent House-to-House Survey Shows That—

**OUT OF 7,838 HOMES IN THE TWIN  
CITIES OF BLOOMINGTON AND NORMAL**

**The Chicago Daily Tribune Has..... 479**

**The Daily Pantagraph Has..... 6,672**

**The Chicago Sunday Tribune  
Has 2,655.**

**At Your Service—a Paid Circulation of 18,784—Covering Both  
City and Country Homes.**

## The Daily Pantagraph

**Published Every Morning Except Sunday at Bloomington, Ill.**

**REPRESENTATIVES—**

**E. M. BURKE, Inc., 1457 Broadway, New York City. J. H. GRIFFIN, Room 840,  
140 S. Dearborn St., Chicago. P. A. FOLSOM, Chemical Bldg., St. Louis, Mo.  
Member A. B. C., A. N. P. A., Associated Press.**

# The Bound Book

is never thrown into the waste basket. It stays with the prospect as a *permanent record* of the story of your product or service.

Yet the bound book need not be costly. In fact, Braunworth & Company can quote you figures which prove the economy of having your message produced in the most attractive form by a firm whose entire energies are concentrated on printing and binding.

*The December issue of "Printed Selling" gives profitable data about books. Write for your copy.*

**BRAUNWORTH & CO., INC.**

60 BROADWAY, BROOKLYN, N. Y.

Telephone Stagg 6300



into conversational and simple facts in reply to the writer's question. Remember you are selling goods. Think of the writer as a customer standing in front of you.

## B. Unasked Questions.

If you are writing a general letter or are replying to a letter in which no specific questions are asked, try to answer the unasked questions in the prospect's mind. He is in business to make a profit as we are. What can we tell him in terms of his own resale of our goods? Answer the questions you would have in the back of your mind if you were a retailer.

It may seem like exaggerating their importance to put questions and answers at the top of the list of rules for men who write sales letters.

But is there a better recipe for successful sales letters than courtesy, expert knowledge, a sincere desire to be of real help, served in an appetizing manner to the inquirer by means of short and simple words?

## Macfadden Publications Augment Staff

Warren Mayer, who was formerly with the Macfadden Publications, Inc., New York, has returned and joined the advertising staff of *True Story Magazine* and The Macfadden Unit. Theodore A. Driscoll has been added to the advertising staff of *True Romances* and *Fighting Romances*.

## New Account for Clark Collard Company

The American Chemical & Engineering Company, Chicago, manufacturer of Full Speed pulley covering, has appointed The Clark Collard Company, advertising agency of that city, to direct its advertising account. Direct mail and business papers will be used.

## E. T. Giles Joins Pittsburgh Agency

Ernest T. Giles has joined Ketchum, MacLeod and Grove, Inc., Pittsburgh advertising agency, as vice-president in charge of service. He has been with Fuller & Smith, Cleveland advertising agency, for the last eleven years.

## K. H. Stark, Advertising Manager, F. A. D. Andrea

Kimball H. Stark, formerly chief engineer of F. A. D. Andrea, New York, manufacturer of radio apparatus, has been made advertising manager. He succeeds W. A. Hurd.

Two million Newsstand Group magazines are on the newsstands today—1,200,000 Men's magazines and 800,000 Women's magazines.

### Men's List—1,200,000

Members A.B.C. Page rate \$600 Line rate \$3

Ace High	Lariat Stories
Action Stories	North West Stories
Black Mask	Ranch Romances
Cowboy Stories	Wit of the World

### Women's List — 800,000

Members A.B.C. Page rate \$400 Line rate \$2

Breezy Stories	Love Romances
Droll Stories	Snappy Stories
Young's Magazine	

### Both Lists—2,000,000

Page rate \$1000 Line rate \$5

Where else, \*while these rates last, can you talk to so many people—men, women, or men and women—at anywhere near so low a cost?

**Sell your advertising and your goods on the same counter—read alike by clerk and customer.**

Of the 52,800 newsstands in the United States 48,800 are in stores; 26,400 in drug stores.

Why not put some, at least, of your advertising money into the kind of magazine most shopkeepers, as well as most of their customers, actually read?

## NEWSSTAND GROUP

Management of

**E. R. Crowe & Company, Inc.**

New York

Established 1922

Chicago

\*The above rates were based on a distribution estimate of only 1,500,000

# \$150,000.00

is the amount of advertising refused by American Wool and Cotton Reporter and allied publications during the past twelve months.

We feel a certain moral obligation whenever we are offered any advertising to make sure as far as is humanly possible:

**First**—That the textile industry offers a proper market for the commodity offered.

**Second**—Is the firm offering the commodity of sufficient standing to justify our advising our subscribers to do business with them?

If you have something you would like to offer, which you believe will meet these qualifications, and want to submit it to us for a frank opinion, we will tell you exactly what we believe.

You cannot buy space in the American Wool and Cotton Reporter unless we are convinced that these two qualifications are satisfied.

May we advise you?

## American Wool and Cotton Reporter

BENNETT SERVICE

Recognized Organ of the Great Textile Manufacturing Industries of America

The Oldest Textile Paper of Continuous Publication in the United States

Largest Net Paid Circulation in the United States of any Textile Publication

530 Atlantic Avenue  
Boston

518 Johnston Bldg.  
Charlotte, N. C.

380 Bourse Bldg.  
Philadelphia

154 Nassau St., Room 902,  
New York

## Jury on Harvard Awards Is Named

THE personnel of the jury that will determine the Harvard Advertising awards, founded in 1923 by Edward W. Bok, has been decided upon by Wallace B. Donham, dean of the Harvard Business School. There are nine members of this jury. They are: Henry J. Allen, owner and publisher of the Wichita, Kans., *Beacon*; Bruce Barton, of Barton, Durstine & Osborn, advertising agency, of New York; Neil H. Borden, assistant professor of advertising in the Harvard Business School; M. T. Copeland, professor of marketing in the Harvard Business School; Mac Martin, president of the Mac Martin Advertising Agency, of Minneapolis; Malcolm Muir, vice-president and chairman of the advertising board of the McGraw-Hill Company, New York; Stanley Resor, president of the J. Walter Thompson Company, advertising agency, of New York; Tim Thrift, advertising manager of the American Multigraph Sales Company, of Cleveland, and C. K. Woodbridge, president of the Associated Advertising Clubs of the World, and president of the Dictaphone Corporation, of New York.

In accepting appointments to the jury, these men and the firms which they represent are debarred from the competition.

The prizes which are to be awarded by the jury are as follows: A gold medal to the individual or organization meriting recognition for distinguished contemporary services to advertising; two prizes of \$2,000 each, one for a national campaign, the other for a local campaign; \$2,000 for the advertising research of the year conspicuous either for securing economy or efficiency in advertising, or for reducing or precluding unwise expenditure in a specific advertising program; three prizes of \$1,000 each for the advertisement most effective in text, most effective in use of pictorial illus-

## People always look at pictures

One reason why advertisers are using more lineage every month in the beautiful Rotogravure Section of The

San Francisco

## Chronicle

### NATIONAL REPRESENTATIVES

Williams, Lawrence & Cremer, 225 Fifth Ave., New York City; 360 No. Michigan Ave., Chicago; R. J. Bidwell Co., Times Bldg., Los Angeles, Cal.

## layout

Our business is built on layouts. If your literature requires highly distinctive layout we can serve you well.



CURRIER & HARFORD L<sup>td</sup>

Selective Advertising

27 East 31 New York Cal 6076

## WORLD CONVENTION DATES

(Established March, 1916)

**COMPLETE AND AUTHENTIC  
RECORD OF COMING**

### CONVENTIONS and EXPOSITIONS

Gives meeting place, dates, secretary's address and attendance for more than 10,000 International, National, Regional and State Conventions, Expositions, Fairs and Banquets to be held during the coming year in the United States, Canada and European Countries.

The special DECEMBER number will furnish a record of more than 4,000 important 1926 events, for which the meeting place and dates have now been decided. Start your annual subscription with this important issue.

Yearly Subscription (12 issues), \$15

(Descriptive leaflet No. 16 Upon Request)

**HENDRICKSON PUBLISHING  
CO., Inc.**

1402 Broadway, New York City

## Here's one profitable pair

Rightly written advertising in trade, technical or class publications and a small but very effective house magazine to those who sell or use your product or service. We can create either or both. A letter outlining your problem will be answered personally by—

*Cornel Ridderhof*

Advertising  
Times Building  
New York

tration, and most effective in combination of both text and illustration.

Complete information concerning the conditions under which these awards would be made was given in PRINTERS' INK of March 26, 1925, on page 165. The period covered by the awards is from October 1, 1924 to December 31, 1925. The competition closes on the latter date, and the jury will meet shortly thereafter for the purpose of making the awards.

### William Deininger Heads General Baking Board

William Deininger, formerly president of the General Baking Company, has been elected chairman of the board of directors of the recently formed General Baking Corporation, New York. C. Leslie Lowes is now president of the General Baking Company. T. H. Frazier, formerly vice-president of the latter company, has been made chairman of the board.

### Large Campaign for Marven Biscuits and Cake

J. A. Marven Ltd., Moncton, N. B., maker of biscuits and cake in boxes, has increased its advertising appropriation for 1926 over that of 1925. More space will be used in daily and weekly newspapers in a campaign featuring "White Lily" biscuits.

### C. A. Bowden Advanced by Liquid Measure Maker

C. A. Bowden has been elected vice-president in charge of sales and a director of the Guarantee Liquid Measure Company, Rochester, Pa. He has been general manager for the last two years. Walter McAdams, Eastern district manager, has been made vice-president.

### Savage Company to Add to Line

The Savage Arms Company, New York, whose line of munitions and arms has been increased since the war by the production of electric household devices, will shortly have another unit added to it, an electric refrigerator, which the company is planning to market.

### Montreal Agency to Direct Electric Lamp Campaign

The Solex Company, Limited, Montreal, manufacturer of electric lamps, has appointed the Ronalds Advertising Agency, of that city, to direct an advertising campaign in which newspapers and magazines will be used.

# More Readers + Pulling Power + Real Service

The Baltimore News, strongly intrenched in the afternoon field of Baltimore (with its small factor of duplication taking the American), PLUS the Baltimore American, with its steadily growing circulation in the morning field, reaches several thousand more readers than any other combination in Baltimore with the heavy duplication of circulation.

The News and the American are NOT sold in circulation combination. The other two papers are so sold and featured. The combination national rate of The News and the American is 35 cents per line, and the combination is optional. The combination covers two fields once, and NOT ONE FIELD TWICE, and reaches a greater number of readers.

The service of The News and the American is not a gesture. It is the putting into practice the belief that, being a sales expense as an advertising medium, it has a common problem with the sales departments of manufacturers of national products. Probably that is why, with circulation leadership of readers reached with duplications eliminated, jobbers and retailers find their products better served and faster moving—and the chain of merchandising from the manufacturer to the consumer is complete, eager and functions smoothly and profitably.

*The only thing any manufacturer is interested in—and this is true of any market—is the sale of more goods and a lower sales expense investment.*

## THE BALTIMORE NEWS

AND

**Baltimore American**

*National Advertising Representatives*

G. LOGAN PAYNE CO.  
St. Louis, Los Angeles,  
Chicago, Detroit.

PAYNE, BURNS & SMITH  
New York, Boston,  
Atlanta.



**ARE** you getting the most out of your typographer in the way of cooperation, speed and economy? Other progressive agencies and advertisers are getting it here.

### SCHMIDT & LEPIS

Typographers • Printers

240-248 WEST 40th STREET  
NEW YORK CITY

Pennsylvania 7210-7211



Once upon a time, we, too, worshipped art for art's sake. It was poetic, but not eupeptic. We've switched to art to allay stomach's ache. Pictures that bring home the bread & butter for us and the bacon for the advertiser. Before we get down to the less important job of illustrating we get up the all-important idea to illustrate.

**MARTIN ULLMAN**  
**STUDIOS<sup>INC</sup>** New York

250 PARK AVENUE

IDEA CREATORS  
not just illustrators

### Detroit Agency Wins Direct-Mail Trophy

A contest which has been conducted by The Cleveland Folding Machine Company, Cleveland, to determine the best piece of direct advertising produced during the last year came to a close at the recent convention of the Direct Mail Advertising Association at Boston. From a total of more than 300 entries, the prize-winning trophy was awarded to Brooke, Smith & French, Inc., Detroit advertising agency. The winning entry was selected by a committee of judges which was headed by Harry B. Kirtland, of the University Press, Cambridge, Mass.

Seven other firms received honorable mention. These were the Smith & Porter Press, Boston; Livermore & Knight Company, Providence; Diamond T. Motor Car Company, Chicago; Strathmore Paper Company, Milledale, Mass.; Localized Advertising Corporation, Detroit; Devoe & Reynolds Company, New York, and the Miller Saw-Trimmed Company, Pittsburgh.

In arriving at its decision the committee of judges gave consideration to logical development of the thought, display and presentation. Another contest will be held during the coming year.

### Advanced by Strabo V. Claggett & Company

Clarence E. Huntley, recently resident manager of the Elmira, N. Y., office of Strabo V. Claggett & Company, investment bankers, has been appointed vice-president and sales manager, with offices at Boston. He has been with the Claggett company for two years.

### Ginter Sales Increase

For the nine months ended September 30, the Ginter Company, grocery chain stores, reports gross sales of \$9,907,985, against \$8,958,848 in the same period last year, and net profits of \$429,945, against \$379,388. On January 1, 1924, the company operated 331 stores. On October 1, this number had been increased to 405 stores.

### Trunk Account for Britt-Schiele Agency

The Mendel-Drucker Trunk Company, Cincinnati, manufacturer of wardrobe trunks, has appointed the Britt-Schiele Advertising Company, St. Louis, to direct its advertising for 1926. Magazines will be used.

### Cleveland Bank Elects A. F. Leopold

Arthur F. Leopold, president of The Pompeian Manufacturing Company, Cleveland, has been elected a member of the board of directors of the National City Bank, also of Cleveland.

# *In the toiletries field!*



**A** PUBLICATION with a circulation as comprehensive as its editorial content is excellent. It blankets the toilet goods field as a single unit and not as a section or division of the drug trade. This gives a greater degree of definiteness and enables the advertising to parallel the advertiser's selling effort.

Hence—there is a decided decrease of waste.

GOOD LOOKS MERCHANDISING has a monthly circulation of 25,000 copies—more than the combined circulation of all other magazines in this field. It has an intense reader-interest; its editorial contents are vigorous and timely.

Let us send *you* our rate card and our detailed circulation statement.

---

## *Good Looks* MERCHANDISING *The Magazine of the Toiletries Trade*

*Representatives*

Western: WHEELER & NORTHRUP, Chicago, Ill.  
Pacific Coast: THE FRED L. HALL COMPANY

*Trade Division*

WESTERN NEWSPAPER UNION

# The Layman Does What the Professional Dares Not

"Get Acquainted with Your Dentist," Is the Thought Played Up in Forhan's Current Campaign

**P**ARTICIPATION in advertising by dentists still smacks of quackery, in the opinion of the larger part of the dental profession. This is not true of the en-

hold aloof from advertising, manufacturers are busily engaged in showing them the way. A case in point is the current copy being used by the Forhan Company, New York.

The present campaign does not represent a departure in Forhan advertising. Since the start of its consumer advertising, the company has always endeavored to keep before the public the work performed by dentists in guarding public health. This time, however, the copy is concentrating on the benefits which the public will derive by making and keeping a contact with dentists instead of waiting until they are driven by necessity to call upon the dentist for assistance.

Through the medium of its advertising, the Forhan Company is making the services of the dentist known to his community. For instance, in its newspaper copy, the advertisement is divided into two sections. The upper part, which runs the width of the copy, is separated from the remainder in a manner which almost leads the reader to believe that it is an individual advertisement inserted, unsigned, by a group of dentists in the interests of their profession.

The same idea also is being incorporated in Forhan's periodical advertising. Illustrations carry out the theme. In one advertisement, for example, a patient is shown about to leave after a treatment, and the dentist is pictured in inti-

**Get acquainted with your dentist**

To visit until you have a tooth-ache before consulting your dentist is like locking the door after the horse is stolen. Your dentist is interested in preventing trouble in your mouth. Visit him at least twice a year and protect your teeth and health!

## 4 out of 5 are his statistics

Your own dentist will tell you that four people out of five past the age of forty are doomed, through carelessness, to contract pyorrhea, the dread disease of the gums that causes rheumatism, loss of teeth and general ill-health.

If you have pyorrhea see your dentist at once and follow his advice carefully.

Forhan's for the Gums is a scientific dentifrice, the formula of R. J. Forhan, D. D. S. It contains Forhan's Pyorrhea Liquid which has been used by dentists for the last 15 years in the treatment of pyorrhea.

If used in time Forhan's will prevent pyorrhea or, in co-operation with your dentist, will check its progress.

Brush your teeth with Forhan's night and morning. All druggists, 35c and 60c in tubes.

Formula of R. J. Forhan, D. D. S.  
Forhan Company, New York

**Forhan's**  
**FOR THE GUMS**



**MORE THAN A TOOTH PASTE : : : IT CHECKS PYORRHEA**

AT FIRST GLANCE, THE UPPER PORTION OF THIS ADVERTISEMENT APPEARS TO BE SPONSORED BY AN ASSOCIATION OF DENTISTS

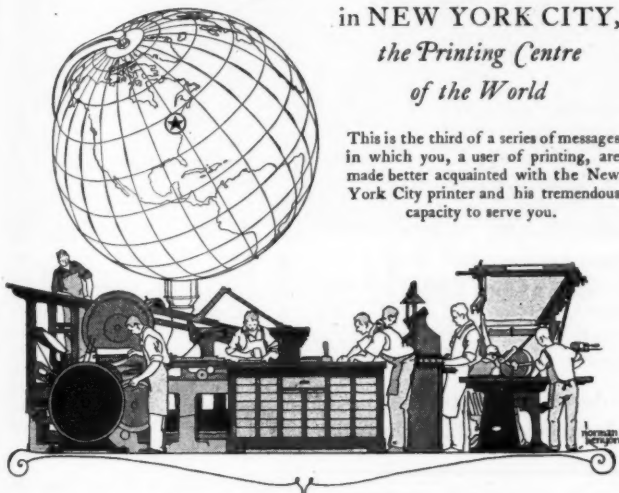
tire profession, however, as several co-operative campaigns which have been conducted clearly prove that dentists can consistently take advantage of the educational force of advertising without jeopardizing their ethical standards.

It is true that the public has become conscious of the importance of proper care of the teeth, but the task has been undertaken by the manufacturers of dentifrices, tooth brushes, etc., to the joint benefit of these manufacturers, dentists and the public. While dentists

# Completeness

in NEW YORK CITY,  
*the Printing Centre  
of the World*

This is the third of a series of messages in which you, a user of printing, are made better acquainted with the New York City printer and his tremendous capacity to serve you.



The greatness of any city is measured by more than size. True greatness must come from Completeness.

New York City's printers meet the question of Completeness with confidence and with pride. Of course, this Completeness has resulted from the needs of printing buyers. But there is reason for pride in the promptness and success with which those needs have been met, in many cases even anticipated.

Here is ample printing equipment to satisfy the most urgent or varied demands of printing buyers. Here, too, are men, even more than machines to round out the City's Completeness.

If all New York City's printing employees and executives suddenly left their jobs, nearly the entire printing personnel of Chicago, Philadelphia and Boston would be needed to man, manage and represent this City's printing plants.

These simple facts could be attested by "yards" of statistics. But the net would be that there is no variety of printing done by even one house elsewhere which is not represented by several here.

In using this remarkable Completeness, nothing is more vital to the printing buyer than knowing the printing resources of New York City.

New York Employing Printers Association, Inc.  
and Allied Industries

## Sales Representatives

To men of demonstrated ability in selling printing we are offering an opportunity to increase their earnings as local or territorial representatives of a well established offset printing house in Detroit. We are licensees of the Aquatone Process. Applications must contain full details as to age, experience, references, etc., and will be treated with strict confidence.

**Federal Lithograph Co.,  
Marquette Bldg., Detroit.**

## Patent for Sale:

Down here in Staten Island there awaits a real business opportunity for some man or men desirous of building a national business. This is a toilet goods article. There is a good supply of material on hand as well as the necessary equipment to make up the supplies into salable merchandise, but what is needed is a man who can take hold and sell the product.

The plant can be rented at a very reasonable figure and it will take approximately \$5,000 to acquire the entire equipment and supplies. This amount does not necessarily have to be paid in one payment. Terms can be arranged with responsible person.

If you are interested in acquiring sole ownership of a business that only needs selling ability to put it over in a big way, write for further information to

**THE UNIVERSAL TUBE  
SQUEEZER CO., Inc.**

122 Lincoln Avenue, Grant City,  
Staten Island, New York

mate conversation, evidently impressing upon his patient the importance of periodic examinations. In another, a mother and child are shown. Here, a good piece of missionary work is performed in combating the fear with which people most often view a visit to the dentist. The illustration pictures the confidence which the dentist has succeeded in obtaining from the child.

Since dentists hesitate to take the initiative in impressing upon the public the importance of preventing the ravages of decay, the Forhan company has undertaken the task. Of course, this advertising should do much to win the good-will of the dentist, whose endorsement is a valuable asset to the sale of this advertiser's product. But the copy is especially important because it will help to make dentists familiar with a proper application of the principles of advertising in educating the public to co-operate more closely with them in teeth preservation.

## American Safety Razor Income Gains

The American Safety Razor Company, Brooklyn, N. Y., reports a net income of \$888,291, after charges, for the nine months ended September 30, against \$875,335 for the same period last year. Net income for the September quarter amounted to \$340,862. This compares with \$345,000 for the third quarter of 1924.

## New Accounts for Fecheimer, Frank & Spedden Agency

The Chamberlin Metal Weather Strip Company, Detroit, has appointed Fecheimer, Frank & Spedden, Inc., advertising agency of that city, to direct its advertising account. The Davis Coal & Coke Company and the R. C. Mahon Company, both of Detroit, also have placed their accounts with this agency.

## H. L. Slocum with Charles A. Long, Jr.

Harold L. Slocum, formerly with Donovan-Armstrong, advertising agency, Philadelphia, has joined the sales staff of Charles A. Long, Jr., also of Philadelphia, direct-mail advertising.

## Joins Paul Ressinger

Joseph Carter has joined the staff of Paul Ressinger, commercial artist, Chicago.



## "Thar's gold in them hills"

**A**ROOSTOOK and other New England farmers have dug gold from every hill of potatoes harvested this fall.

Aroostook growers alone have been enriched by sixty millions of dollars. The balance of the New England potato crop is estimated at twenty-five millions.

It is a good many harvest moons since growers received such high prices for potatoes. This turn of events, bringing as much as 250 per cent increased wealth to New England growers—enabling them to square all debts and still have a few extra thousand surplus—reads like a tale from Florida.

While the potato is "King" at present, other branches of New England farming are also prosperous. Fruit and poultry prices are satisfactory. Dairymen are receiving the best incomes since 1920. With this increased buying power and renewed faith, the New England farm market offers unusual sales opportunities for 1926.

The **HOMESTEAD** gives you a responsive audience of 75,000 New England farm families who are liberal buyers of advertised goods for farm and family.



WARREN A. PRIEST, Advertising Manager

Member of Agricultural Publishers Association

Member of Audit Bureau of Circulations

**Phelps Publishing Company, Publishers, Springfield, Mass.**

NEW YORK	CHICAGO	ST. LOUIS	MINNEAPOLIS	SAN FRANCISCO
270 Madison Ave.	123 W. Madison St.	Syndicate Trust Bldg.	Palace Building	460 Fourth St.
E. R. Williams	J. C. Billingslea	A. D. McKinney	R. B. Ring	Lloyd B. Chappell
A. H. Billingslea				

## Agency Wants A Partner

A New York Agency, whose principals are Christians and men of long experience and recognized ability, wants an associate to help develop this profitable business into a much larger one.

This is an opportunity seldom open to a man capable of securing National accounts, or of writing interesting, sales-making copy.

The right man can come into this Agency, which has National recognition, and practically write his own ticket. He may become an officer of the company, secure an interest without investment, and have every promise of a happy and prosperous future.

Replies confidential. Advise experience, religion, age, etc.

Address "B," Box 179, care Printers' Ink.

## A Director

is needed by a textile trade association about to start a campaign of national consumer advertising.

The right man will be able to take entire charge; have a thorough experience of association advertising; know publicity, where and how to get it; have ability to originate and fully develop ideas for getting complete retail co-operation, and the acquaintance of large retail dry goods stores.

Salary depends on the man. Answer this only if you can fully prove in your first letter your right to consideration.

Address "W,"  
Box 174, Printers' Ink.

## How Much Should a National Sales Convention Cost?

*(Continued from page 6)*

by the company. Apart from the actual room cost (which is a matter of contract between the company and the hotel management) each man is allowed \$1 per day for incidentals. Breakfasts are covered by a fixed allowance of \$1.25—a figure which has been almost universally adopted by Eastern manufacturers. No luncheons are paid for by the salesman. These are either covered by the luncheons held as part of the convention activities or by group luncheons prior to and subsequent to the general convention sessions, or by individual luncheons with home office or branch executives.

Similarly, while there is a nominal allowance of \$1.50 for the evening meal, as a matter of current practice no salesman is in a position to charge this allowance, since the program committee carefully works out its schedule so that each salesman and branch manager is the guest of some executive.

Prior to the scientific handling of the expense end of conventions, each man either made his own hotel reservations or had some friend at the home office make them for him. As a result, the branch managers and star salesmen paid full transit rates at the most expensive hotels, where they were joined by lesser lights who had the courage to face a possible reprimand—which never came. Analysis showed that the "extras" over and above the room cost frequently exceeded the entire "housing" item.

This same condition obtains today in connection with the national sales convention of a great majority of manufacturers. Sales managers do not want to mar the festive spirit of the convention by any quibbling or haggling over expenses. By the time the final returns are in, these same sales managers rightly feel that it would be money lost rather than regained to



## Added Emphasis

**J**UST as Southern Agriculturist brings your advertising message to its half million subscribers, so Farm Trade News brings it to the especial attention of some 7,000 Retailers who sell to that half million—and more.

Advertising Agencies, with even greater enthusiasm than we anticipated, are making use of this added emphasis to their Clients' campaigns.

Have you? If not, write us.

## Southern Agriculturist

B. KIRK RANKIN, Publisher  
 Nashville, Tenn.

JAMES M. RIDDLE COMPANY, *Special Representative*

Chicago

New York

Kansas City

San Francisco

# Get Your Displays Displayed

**H**ERE is a thoroughly experienced merchandising company, personally acquainted with all Drug and Grocery stores in the Pittsburgh and Cleveland markets, ready to serve manufacturers who are selling or want to sell in these territories. Our service includes:

**Installation of Window Displays  
Distribution of Advertising Matter  
Trade Surveys — Trade Detail**



## A Partial List of Clients

Prophylactic Brush Co. <i>Prophylactic Tooth Brushes</i>	Elines, Incorporated <i>Chocolate Bars</i>
Calumet Baking Powder Co. <i>Baking Powder</i>	Wm. Wrigley, Jr. Co. <i>Chewing Gum</i>
American Safety Razor Corp. <i>Gem Safety Razor</i>	Sitroux Importing Co. <i>Hair Nets</i>
P. Lorillard Company <i>Murad Cigarettes</i>	H. Clay Glover Co. <i>Glover's Mange Remedies</i>
Standard Oil Company of N. J. <i>Flit</i>	E. Burnham & Co. <i>Cucumber Cream</i>
John F. Jelke Co. <i>Jelke's Oleomargarine</i>	Iodent Chemical Co. <i>Iodent Tooth Paste</i>
Palmer Advertising Service, Inc. <i>New Mix Tooth Paste</i> <i>Woman's Home Companion</i>	The Western Company <i>Dr. West's Tooth Brushes</i> <i>Gainsborough Hair Nets and Powder Puffs</i>

Tell us your merchandising problems in Pittsburgh and Cleveland and we will furnish you with our plan.

Reference: Advertising Manager of any Pittsburgh Daily Newspaper.

## Grossman & Scardefield

Successors to John S. Scardefield, Established in 1917  
614 Diamond Bank Bldg.,  
Pittsburgh, Pa.

criticize the men just as they are to start on their selling year.

But by having it known well in advance that the convention is conducted at a cost of thousands of dollars which must be made up by greatly increased sales, and that rules for convention expenses apply to everyone from branch manager to newest salesman, the sense of fair play which exists in the field representatives eliminates the possibility of resentment on the part of the worth-while branch manager or traveler.

The housing of the salesmen and branch managers as an expense item is based on a contract between this manufacturer and the hotel management. Because of the care and infinite exactitude of detail of the planning of several committees, this company is able to go to a hotel management, tell them exactly how many rooms will be needed; the exact hours they will be desired for occupancy; the number of men who will be accompanied by their wives, and definitely to contract for their hotel requirements during the entire convention period.

In addition, this company makes it a point to hold its larger group sessions, its conference luncheons and its convention banquet at the hotel it selects as convention headquarters. All of these items are included in the contract, so that the hotel management has before it a definite proposal of such attractive size that it is willing not only to depart entirely from its ordinary room charge schedules, but also is able to make far more profit than on the usual hit-or-miss convention basis.

The reason why there are separate budget items for luncheons and banquet as apart from rooms, is that the company wishes direct comparison between its national sales convention and its sectional sales conventions. In addition, it is contemplating again, in 1926, to hold several luncheons at its plant during the days of the general sessions, in order to conserve time. The banquet is kept as a separate item, since inasmuch as it is held on the final day of the convention

## HOW ADVERTISEMENTS ARE BUILT

By Gilbert A. Farrar  
D. Appleton & Co.  
\$3.50



**HIS BOOK** is entirely different from any book that has been published on advertising. It shows how advertisements are built—takes them apart and puts them together before your very eyes. This book analyzes advertisements to their component parts, and shows what makes a good advertisement good—and a bad one bad.

Every business man who is interested in his own advertisements—or his competitors—will find this book a welcome yardstick by which to measure the value of any advertisement.

While working on many famous advertising campaigns, the author has for eight years been a lecturer on advertising at the New York University. His book meets the needs of students as well as the more experienced. A very practical book. It contains hundreds of illustrations from actual advertisements, which show in detail all the basic elements, and give full and simple directions for building any kind of an advertisement.

## THIS IS AN APPLETON BOOK

*Through your bookseller  
or the convenient coupon.*

D. Appleton & Company

35 West 32nd Street, New York

Enclosed is \$3.70 for which please send to the undersigned one copy of Farrar's new book "How Advertisements Are Built". (Postpaid.)

Name

Firm

Street Address

City  State

## ADVERTISING MANAGER

*Available*



**C**APABLE advertising executive with keen sales sense—fluent writer who knows merchandising through jobbers and retailers. He has an exceptional knowledge of all the technical features of layout, printing, typography, engraving and general production. At present holding a responsible position with a large national advertiser.

Age: 33; Married. Pleasing personality. This man inspires confidence in his superiors and the loyalty and regard of his subordinates. Salary \$6,000.

Available January 1st.

Interviews may be arranged through:

**WILDMAN ADVERTISING AGENCY**  
450 Fourth Avenue  
New York City

## Copy Writer Plus

If you can delve into the depths of industrial conditions, bring up sound publicity ideas and develop them into the sort of advertising that will command the interest and respect of electric railway executives and buyers of electric railway supplies, there is an opportunity waiting for you in the Publicity Department of a large manufacturer.

Imagination, aptitude for virile writing and ability to create effective display ideas (in the rough) are the first essentials. But the man who will handle this job successfully will see the need for building on a foundation of facts.

If you are a young man and are willing to tackle this job on a make-good basis, tell us why you think you can make the grade. Address "A," Box 178, care Printers' Ink.

the company is as careful to spend with a liberal hand as it is careful to confine its expenses to purely legitimate business items in the pre-convention and convention period.

As is evidenced by the table on page 6, this company budgets its convention costs by true accounting methods. The table refers, of course, to the expenses incurred by a force of salesmen at a national sales convention. The figures will be significant in themselves to any reader who is connected with a company which brings its salesmen together for regular meetings. Expenses mount up unaccountably and if a method has been found of standardizing certain items, such as meals en route, board and lodging in the convention city and incidentals, that in itself is a long step farther than many concerns have gone.

The true significance of the figures in the table will not be discovered, however, until the second and concluding instalment of the article appears, in an early issue of **PRINTERS' INK**. That article will go more deeply into the factors governing the budgeting of sectional, as compared with national, conventions.

### Census of Manufactures to Start Soon

The Bureau of Census of the Department of Commerce is making plans for the next biennial census of manufactures, covering the year 1925. Blank forms will be mailed by the bureau about January 1 and a report will be required from each manufacturer whose gross products are valued at \$5,000 or more for the year 1925.

### Pennsylvania Rubber Increases Advertising Budget

The Pennsylvania Rubber Company of America, Inc., Jeanette, Pa., has increased its advertising appropriation for 1926 one-third over 1925. The percentage of advertising charged against net sales has not been changed. Magazines, farm papers and business papers will be used in the 1926 campaign.

### Incorporate Airplane Company for Advertising Purposes

The Southern Aircraft Company, Inc., South Boston, Va., has been organized to operate airplanes for advertising purposes. Robert F. Porter is president and W. B. Barbour is secretary.

# How much of an increase in sales can you handle?

*A message of direct personal interest to the President of a concern which has a good product or proposition that is not just now getting its full share of present prosperity.*

If you can handle more sales—know just about how much more you want—I'd like to talk with you at my office on the 37th floor of the Woolworth, or have my associate talk to you in your own office, if within 100 miles of New York.

My business is to increase sales; get better results in less time and at less cost. What methods I employ to bring about the unusual results I am achieving, is merely incidental. What you want to know is how much of an increase in sales can I accomplish for your business and at what cost. I can

tell you in a personal interview, after an analysis of your problem.

A N. Y. store asked me to get them 5,000 charge accounts. I got them 9,000. They figured it would cost \$25,000 and take four months. I did it in one visit by mail on 30,000 prospects at a cost under \$4,000, and inside four weeks.

A manufacturer, sixteen months ago, came to me with less than a dozen jobbers—about 200 dealers. Today he has over 500 jobbers and 100 times as many dealers. How was it done? Written salesmanship and good merchandising ideas.

## Pay me *after* you get results—not *before*

I am the only man, to my knowledge, who prepares sales campaigns on a pay-after-results basis. I charge a moderate retainer if I accept the account. This is merely nominal. After that you never receive a bill for my services regardless of the amount of market survey, preparation of sales literature, sales plans, etc., involved. This costs me money—takes time—but I have enough confidence in

my work to wait until definite, previously predetermined results have been won, before you pay me my bonus. If I get the results specified in advance, you pay me. If I don't—you pay me nothing. That is as it should be for since you pay a salesman on the basis of what he produces—why not pay for the preparation of sales plans and literature on the same basis?

Think it over.

**EDWARD H. SCHULZE, Inc.**

*"More Sales With Less Cost"*

Woolworth Building

New York City

## Advertising Agency Wanted

A New York Agency, having full recognition and handling some well known National accounts, will buy agency with or without recognition. Prefer agency whose principal is an exceptional copy, idea and plan man, who will remain with this organization as a Vice President.

This should appeal to the ambitious young agency owner, who is not progressing as rapidly as he would desire. Unlimited opportunity would be given the right man. He would be sold as an important factor in this organization, would hold an interest in the company, and share in the increased profits made possible by combined operation with this progressive Christian agency.

Please reply in detail. Confidence respected. Address "C" Box 30, c/o Printers' Ink.

## Valuable man available for new connection

- as merchandising or contact man in an agency
- as sales manager or assistant sales manager for a national advertiser

This man is available only because of internal reorganization at his present connection. His business experience is unusually wide and his performance record excellent. This advertisement is written and inserted by his present employer who recommends him most sincerely.

If you are interested, address "D," Box 31, Printers' Ink

## Real Silk Mills Make Seven Million Sales a Year

THE Real Silk Hosiery Mills, of Indianapolis, selling silk hosiery direct to the consumer through house-to-house salesmen, ship out annually 7,000,000 packages of hosiery a year. Each package averages about \$4. These facts were given in the testimony of J. S. Schlesinger, managing director of the Real Silk organization, at a hearing by a Congressional Committee investigating postal rates.

These 7,000,000 packages are sent to customers by parcel post. They are shipped C. O. D. The value of \$4 is the average amount that each customer transmits to the Real Silk company through the United States Post Office on delivery of the package.

Mr. Schlesinger's testimony showed that there is a post office charge of 12 cents on each of these packages for C. O. D. service, and a postage charge of 10 cents on each package—a total payment of 22 cents. That is to say, the post office is making deliveries and collections on Real Silk shipments at a total average cost to the company of 22 cents per package.

Selling is done direct to the consumer through a sales organization of 8,000 representatives, who operate from 250 branch offices.

The company's business, according to Mr. Schlesinger's testimony, has increased about 25 per cent for this year over 1924.

Figures on profits were not included in Mr. Schlesinger's testimony. Recent financial reports that have been made public show that the company's net profit for the year ended September 30, 1925, amounted to approximately \$2,400,000.

## A. B. Dygert with Grand Rapids Publisher

Andrew B. Dygert, formerly with the Addressograph Company, Minneapolis, has been appointed general manager of the Simplicity Company, Grand Rapids, Mich., book publishing.

Active December 1st

A NEW  
ADVERTISING AGENCY

THWING & HERBERT INC.  
415 Lexington Avenue  
New York

Offering to publishers a complete service  
based upon years of direct experience in  
handling book sales problems.

The standard of this service is indicated by  
the character of our clients:

COLUMBIA UNIVERSITY

University Extension - Home Study

DODD, MEAD & COMPANY

The New International Encyclopaedia  
Subscription Sets

J. J. LITTLE & IVES COMPANY

The Plant Complete

G. & C. MERRIAM COMPANY

Webster's New International Dictionary

C. A. NICHOLS PUBLISHING COMPANY

The New Larned History

THE RONALD PRESS COMPANY

Business Publications

D. VAN NOSTRAND COMPANY

Technical Books

We are soliciting new accounts that will  
maintain the quality of this list.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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London: Thomas Russell

NEW YORK, DECEMBER 3, 1925

## Freedom for Radio Listeners

The essential reason why radio broadcasting is not and cannot be considered a legitimate advertising medium was stated by Secretary of Commerce Hoover in an address before the industry's recent convention at Washington when he said:

"We hear a great deal about the freedom of the air; but there are two parties to freedom of the air, and to freedom of speech, for that matter. There is the speech maker and the listener. Certainly, in radio I believe in freedom for the listener. He has much less option upon what he can reject, for the other fellow is occupying his receiving set. The listener's only

option is to abandon his right to use his receiver. Freedom cannot mean a license to every person or corporation who wishes to broadcast his name or his wares and thus monopolize the listener's set.

"We do not get much freedom of speech if fifty people speak at the same place at the same time, nor is there any freedom in a right to come into my sitting-room to make a speech whether I like it or not."

Broadcasting stations are doing this very thing by entering the home with paid messages and causing the owner of receiving sets to abandon complete use of them. And they are claiming the right to do so under the cry of "freedom of the air" and by asking the question: "The Government doesn't censor the printed word. Why should it censor the spoken word?"

Secretary Hoover's statement gives the reason why the Government should take a hand in the matter of broadcasting advertising. The freedom of the listener, because the listener is in the majority in numbers and because he has a greater investment of capital in the radio industry, is of greater importance than the profit of the transmitter.

Through his Government the listener has given franchises to broadcasting stations. Those stations are therefore responsible to him. Consequently, it follows that sooner or later radio legislation, of which there has been none since 1912, a year that long antedates modern radio, will recognize the fact that the listener must be protected.

Public interest is the basis upon which the prosperity of the radio industry depends.

## The Farmer and the Demagogue

A few weeks ago, there were some sensational reports to the general effect that the restored prosperity of the farmer was largely imaginary. It was said that in certain Western States, notably Iowa, the selling price of corn had gone down to a figure hardly covering the cost of pro-

duction. Immediately some of the professional friends of the farmer began to have visions of a hard winter, much after the style of those that were the fashion in Nebraska and Kansas during the days of Jerry Simpson, Senator Peffer and Mary Elizabeth Lease when corn was burned for fuel in place of coal. Mrs. Lease, as some of the older readers of PRINTERS' INK will remember, made many speeches advising the farmers, in so many words, to raise less corn and more of a certain other thing synonymous with much noise and plenty of heat.

If our memory serves us correctly the "money devil" of Wall Street was held responsible for the then low price of corn that brought out Mrs. Lease's lurid advice and supplied part of the theme for "Sockless Jerry's" tale of woe which landed him in Congress.

This same money power, it seems, is back of the alleged low price of corn which is causing certain people to tear their hair right now.

On the other hand, potatoes in some of the large cities are selling for a dollar a peck. Too high. Wall Street is blamed for this, too.

It is significant that the farmer, himself, is not doing any complaining about corn or potato prices. Just as E. T. Meredith pointed out in a recent Chicago address, the farmer does not sell his corn. He feeds it to his cattle and hogs. The present market price of corn, therefore, is the farmer's idea of nothing to worry about.

Likewise, he sees no particular cause for alarm in the prices city folks have to pay for potatoes. Possibly the commission men are getting a bit of extra profit through having bought up large quantities of potatoes and taking a chance at winning or losing on them. The law of supply and demand has made the venture profitable to the commission man this time in place of the loss he has suffered many times. And while the farmer could use a part of this excess profit he is not complaining. He received a fair price for his potatoes in the beginning.

Wall Street, it is totally unnecessary to say, has nothing whatever to do with either development.

The big trouble with certain people in this country today is that they are psychologically sick. They have picked the farmer and the farm market as the subject for their soap box pronouncements. If the corn market sags, they immediately broadcast the startling news that the much-talked-about comeback of the farmer is a myth. Manufacturers and others who ought to know better accept the reports as true and immediately become timid. They revise their merchandising programs and pull in where they should be consistently pushing forward.

The demagogue flourishes because of the farm ills which he manufactures to order. He would not last very long if business interests, in general, paid no more attention to him than the farmer does. The farmer is not complaining. He is prosperous and happy. The farm market is back.

"We have had a mighty good year," an Iowa farmer tells PRINTERS' INK. Facts and figures show that farmers in every State could say the same thing.

**It Pays to Be Ready** Advertisers are often warned against the mistake of expecting immediate and large returns when they embark upon an advertising campaign. The new advertiser is told, and rightly so, that he should consider his campaign a long-time investment, full benefit from which will probably not come to him for several years. On the other hand, there are incidents which show that it pays to be prepared for too much buying.

A manufacturer in another line of business recently put out a novelty to sell to women. He had his factory make up what he considered a good and sufficient number and because the product was a novelty he began by running some educational copy. Much to the consternation of the clerks in the showroom which he opened in New York, the advertising re-

sponse was so abundant and quick that his descriptive literature gave out first and then his product. To a long line of consumers who came direct to the office the clerks were forced to make excuses, urging them to come back in a week, two weeks or three weeks. So tremendous did the demand become that the readjustment of the business delayed additional supplies of the novelty to such an extent that a great deal of ill-will was built up among purchasers who came back time after time, only to discover that the product was not ready for them. Many of them had planned upon giving it as a gift or had it in mind to take the novelty along on a trip they were planning. Disappointment, ill-will and confusion resulted from this manufacturer's under-estimate of what the advertising would do for him.

No man who embarks upon an advertising campaign should be so leisurely about expecting results that he omits the important details of preparation and does not have sufficient goods on hand to take care of even such a surprising demand as this particular manufacturer met. Caution is no excuse for carelessness.

### **When Markets Cannot Be Increased**

A reader of PRINTERS' INK challenges the statement so often made in these columns that the market for nearly everything can be increased. He says, for example, that the market for wood-boring tools cannot be increased through the device of getting people to bore more holes. Try as you will, men cannot be induced to bore more holes than they need. Carpenters, neither amateur nor professional, can be persuaded to bore holes just for the fun of boring them. Men do not practice boring holes as they do swinging their golf clubs, or trying to get distant stations on the radio.

For these reasons, so our correspondent states, the sale of augur bits is entirely dependent on

the demand for wood holes. And it follows that the demand for wood holes is regulated by the sale of wooden construction of which bored holes is a part.

It would seem, from this situation, that the manufacturer of augur bits is in a sorry plight, since he has no control over his market. But we are not so sure that he is. We do not agree that his position is altogether helpless.

Advertising has, in numerous instances, demonstrated its ability to help manufacturers in such a position. In the first place, it is always possible for such a manufacturer to assume the leadership in the industry and thus be able to claim the lion's share of whatever business is to be had. In the second place, there is no industry that can say it has completed its selling job. Regardless of how restricted its market may seem to be, there are always new places and new ways for it to sell. This truth has been demonstrated so often that it is almost trite.

### **Endicott-Johnson Advertises Good-Will of Employees**

The Endicott-Johnson Corporation, Endicott, N. Y., is using institutional advertising in business papers to show the conditions under which its shoes are made and the way these working conditions are reflected in the finished product. The first advertisement of the series carried the caption, "The Valley of Fair Play" and showed an aerial photograph of a group of the corporation's factories. A large part of every dollar that the merchant spends for shoes is for labor and the copy reasoned that when working conditions are ideal he is going to get maximum value for his portion of his buying dollar. An additional reason for the worth of Endicott-Johnson shoes is found in the fact that the men who make them receive a share of the rewards of the business and therefore have a personal interest in their work.

### **E. F. Archibald Joins Isaac Goldmann Company**

Edward F. Archibald, formerly advertising manager of The Allied Grocers, Inc., New York, has joined the sales force of the Isaac Goldmann Company, of that city, printing.

H. R. Coleman, recently with Eastman & Company, Chicago, has joined the executive staff of Advertising Producers, Associated, also of Chicago.

## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.  
Johns-Manville Incorporated  
Western Electric Co.  
American Chicle Company  
The T. A. Snider Preserve Co.  
Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

# Advertising Club News

## Poor Richard Club Celebrates Opening of New Clubhouse

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# The Little Schoolmaster's Classroom

**S**AMPLING of the dealer on new products is being done on a widespread scale today. As it increases, it demands the use of some skill on the part of the sampler to make it more effective.

Not so many years ago, when sampling of the dealer was not so widely practiced, the best return from sampling came from its surprise element. Today, with that element disappearing and with the dealer showing a tendency not even to make an effort to open packages of samples, there is need of a way to do some advance merchandizing of the samples.



The Schoolmaster believes that he has found a good answer in the method followed by the Owens Bottle Company. That company employs an "advance card," a one-cent Government postcard, to awaken interest in the dealer on its samples.

So that all members of the Class may get a correct idea of what this "advance card" is like, the Schoolmaster is having it reproduced. The original, he specifically wants the Class to know, is printed in two colors—red and blue. The Schoolmaster has no doubt but that the use of color on such an "advance sample card" is necessary in order to attract attention to its message.

\* \* \*

At one of the so-called "big" games this fall the Schoolmaster saw an interesting demonstration of elementary economics. The demonstrators were two score card boys.

Just before the game, one of the boys came through the stands sell-

ing souvenir score cards. He almost made several sales, but each time, when he mentioned the price—fifty cents—the "prospects" developed sudden cases of astringency of the pocket-book. In a section of the stand seating possibly 1,000 people, the boy eventually sold three cards.

A few moments later another boy appeared. On his cap was a placard which announced "Score Cards—25 cents." This boy immediately did a brisk business, selling his whole stock of cards in a few minutes.

As the Schoolmaster said, it was a good demonstration of elementary economics. For this reason he related the incident to a somewhat hard-boiled gentleman in the retail trade.

"Yes, I suppose it was a good bit of classroom work," said the retailer. Then, as an afterthought, he added, "But say, did it occur to you that maybe those two boys were working together?"

\* \* \*

In reading the autobiography of John Barrymore, now running in the *Ladies' Home Journal*, the Schoolmaster came across an interesting bit of history which he knows will appeal at least to those members of the Class who have been connected with advertising for several decades.

Barrymore, who wanted to be an artist instead of an actor, but who never, according to his own confession, succeeded in getting more than \$5 for a drawing, was often driven to earning his living in strange ways. On one of these occasions he went to work for an up-and-coming manufacturer of shaving lotion.

He tells the story this way:

For this important concern I was, oddly enough, the testimonial giver. The job was given to me because I was the nephew of John Drew, and in our advertising there appeared this statement: "John Drew uses and endorses—" For this I once more got \$5, and I was told that for every testimonial I could get there would be another five.



## It's worth insuring

**A** PACKAGE that's worth sending is worth insuring. Wrap a North America Coupon with every package. It insures automatically, with no red tape or delay. The stub is your shipping record.

Mail the attached memorandum for information about North America Parcel Post Insurance, Coupon Books and rates.

# Insurance Company of North America

PHILADELPHIA



Founded  
1793

*"The Oldest American Fire and Marine Insurance Company"*

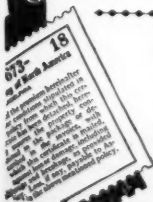
Insurance Company of North America  
Third and Walnut Streets  
Philadelphia, Pa., Dept. W 123

Name .....

Street .....

City ..... State.....

Wants information on Parcel Post Insurance



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 135 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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Russell H. Barker

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London: Thomas Russell

NEW YORK, DECEMBER 3, 1925

## Freedom for Radio Listeners

The essential reason why radio broadcasting is not and cannot be considered a legitimate advertising medium was stated by Secretary of Commerce Hoover in an address before the industry's recent convention at Washington when he said:

"We hear a great deal about the freedom of the air; but there are two parties to freedom of the air, and to freedom of speech, for that matter. There is the speech maker and the listener. Certainly, in radio I believe in freedom for the listener. He has much less option upon what he can reject, for the other fellow is occupying his receiving set. The listener's only

option is to abandon his right to use his receiver. Freedom cannot mean a license to every person or corporation who wishes to broadcast his name or his wares and thus monopolize the listener's set.

"We do not get much freedom of speech if fifty people speak at the same place at the same time, nor is there any freedom in a right to come into my sitting-room to make a speech whether I like it or not."

Broadcasting stations are doing this very thing by entering the home with paid messages and causing the owner of receiving sets to abandon complete use of them. And they are claiming the right to do so under the cry of "freedom of the air" and by asking the question: "The Government doesn't censor the printed word. Why should it censor the spoken word?"

Secretary Hoover's statement gives the reason why the Government should take a hand in the matter of broadcasting advertising. The freedom of the listener, because the listener is in the majority in numbers and because he has a greater investment of capital in the radio industry, is of greater importance than the profit of the transmitter.

Through his Government the listener has given franchises to broadcasting stations. Those stations are therefore responsible to him. Consequently, it follows that sooner or later radio legislation, of which there has been none since 1912, a year that long antedates modern radio, will recognize the fact that the listener must be protected.

Public interest is the basis upon which the prosperity of the radio industry depends.

## The Farmer and the Demagogue

A few weeks ago, there were some sensational reports to the general effect that the restored prosperity of the farmer was largely imaginary. It was said that in certain Western States, notably Iowa, the selling price of corn had gone down to a figure hardly covering the cost of pro-

duction. Immediately some of the professional friends of the farmer began to have visions of a hard winter, much after the style of those that were the fashion in Nebraska and Kansas during the days of Jerry Simpson, Senator Peffer and Mary Elizabeth Lease when corn was burned for fuel in place of coal. Mrs. Lease, as some of the older readers of *PRINTERS' INK* will remember, made many speeches advising the farmers, in so many words, to raise less corn and more of a certain other thing synonymous with much noise and plenty of heat.

If our memory serves us correctly the "money devil" of Wall Street was held responsible for the then low price of corn that brought out Mrs. Lease's lurid advice and supplied part of the theme for "Sockless Jerry's" tale of woe which landed him in Congress.

This same money power, it seems, is back of the alleged low price of corn which is causing certain people to tear their hair right now.

On the other hand, potatoes in some of the large cities are selling for a dollar a peck. Too high. Wall Street is blamed for this, too.

It is significant that the farmer, himself, is not doing any complaining about corn or potato prices. Just as E. T. Meredith pointed out in a recent Chicago address, the farmer does not sell his corn. He feeds it to his cattle and hogs. The present market price of corn, therefore, is the farmer's idea of nothing to worry about.

Likewise, he sees no particular cause for alarm in the prices city folks have to pay for potatoes. Possibly the commission men are getting a bit of extra profit through having bought up large quantities of potatoes and taking a chance at winning or losing on them. The law of supply and demand has made the venture profitable to the commission man this time in place of the loss he has suffered many times. And while the farmer could use a part of this excess profit he is not complaining. He received a fair price for his potatoes in the beginning.

Wall Street, it is totally unnecessary to say, has nothing whatever to do with either development.

The big trouble with certain people in this country today is that they are psychologically sick. They have picked the farmer and the farm market as the subject for their soap box pronouncements. If the corn market sags, they immediately broadcast the startling news that the much-talked-about comeback of the farmer is a myth. Manufacturers and others who ought to know better accept the reports as true and immediately become timid. They revise their merchandising programs and pull in where they should be consistently pushing forward.

The demagogue flourishes because of the farm ills which he manufactures to order. He would not last very long if business interests, in general, paid no more attention to him than the farmer does. The farmer is not complaining. He is prosperous and happy. The farm market is back.

"We have had a mighty good year," an Iowa farmer tells *PRINTERS' INK*. Facts and figures show that farmers in every State could say the same thing.

**It Pays to Be Ready** Advertisers are often warned against the mistake of expecting immediate and large returns when they embark upon an advertising campaign. The new advertiser is told, and rightly so, that he should consider his campaign a long-time investment, full benefit from which will probably not come to him for several years. On the other hand, there are incidents which show that it pays to be prepared for too much buying.

A manufacturer in another line of business recently put out a novelty to sell to women. He had his factory make up what he considered a good and sufficient number and because the product was a novelty he began by running some educational copy. Much to the consternation of the clerks in the showroom which he opened in New York, the advertising re-

sponse was so abundant and quick that his descriptive literature gave out first and then his product. To a long line of consumers who came direct to the office the clerks were forced to make excuses, urging them to come back in a week, two weeks or three weeks. So tremendous did the demand become that the readjustment of the business delayed additional supplies of the novelty to such an extent that a great deal of ill-will was built up among purchasers who came back time after time, only to discover that the product was not ready for them. Many of them had planned upon giving it as a gift or had it in mind to take the novelty along on a trip they were planning. Disappointment, ill-will and confusion resulted from this manufacturer's under-estimate of what the advertising would do for him.

No man who embarks upon an advertising campaign should be so leisurely about expecting results that he omits the important details of preparation and does not have sufficient goods on hand to take care of even such a surprising demand as this particular manufacturer met. Caution is no excuse for carelessness.

### **When Markets Cannot Be Increased**

A reader of PRINTERS' INK challenges the statement so often made in these columns that the market for nearly everything can be increased. He says, for example, that the market for wood-boring tools cannot be increased through the device of getting people to bore more holes. Try as you will, men cannot be induced to bore more holes than they need. Carpenters, neither amateur nor professional, can be persuaded to bore holes just for the fun of boring them. Men do not practice boring holes as they do swinging their golf clubs, or trying to get distant stations on the radio.

For these reasons, so our correspondent states, the sale of augur bits is entirely dependent on

the demand for wood holes. And it follows that the demand for wood holes is regulated by the sale of wooden construction of which bored holes is a part.

It would seem, from this situation, that the manufacturer of augur bits is in a sorry plight, since he has no control over his market. But we are not so sure that he is. We do not agree that his position is altogether helpless.

Advertising has, in numerous instances, demonstrated its ability to help manufacturers in such a position. In the first place, it is always possible for such a manufacturer to assume the leadership in the industry and thus be able to claim the lion's share of whatever business is to be had. In the second place, there is no industry that can say it has completed its selling job. Regardless of how restricted its market may seem to be, there are always new places and new ways for it to sell. This truth has been demonstrated so often that it is almost trite.

### **Endicott-Johnson Advertises Good-Will of Employees**

The Endicott-Johnson Corporation, Endicott, N. Y., is using institutional advertising in business papers to show the conditions under which its shoes are made and the way these working conditions are reflected in the finished product. The first advertisement of the series carried the caption, "The Valley of Fair Play" and showed an aerial photograph of a group of the corporation's factories. A large part of every dollar that the merchant spends for shoes is for labor and the copy reasoned that when working conditions are ideal he is going to get maximum value for this portion of his buying dollar. An additional reason for the worth of Endicott-Johnson shoes is found in the fact that the men who make them receive a share of the rewards of the business and therefore have a personal interest in their work.

### **E. F. Archibald Joins Isaac Goldmann Company**

Edward F. Archibald, formerly advertising manager of The Allied Grocers, Inc., New York, has joined the sales force of the Isaac Goldmann Company, of that city, printing.

H. R. Coleman, recently with Eastman & Company, Chicago, has joined the executive staff of Advertising Producers, Associated, also of Chicago.

## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

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The Case & Martin Company, Chicago, maker of Tea-room pies, has placed its advertising account with Williams & Cunyngnam, Inc., advertising agency of that city.

# The Little Schoolmaster's Classroom

**S**AMPLING of the dealer on new products is being done on a widespread scale today. As it increases, it demands the use of some skill on the part of the sampler to make it more effective.

Not so many years ago, when sampling of the dealer was not so widely practiced, the best return from sampling came from its surprise element. Today, with that element disappearing and with the dealer showing a tendency not even to make an effort to open packages of samples, there is need of a way to do some advance merchandizing of the samples.



The Schoolmaster believes that he has found a good answer in the method followed by the Owens Bottle Company. That company employs an "advance card," a one-cent Government postcard, to awaken interest in the dealer on its samples.

So that all members of the Class may get a correct idea of what this "advance card" is like, the Schoolmaster is having it reproduced. The original, he specifically wants the Class to know, is printed in two colors—red and blue. The Schoolmaster has no doubt but that the use of color on such an "advance sample card" is necessary in order to attract attention to its message.

\* \* \*

At one of the so-called "big" games this fall the Schoolmaster saw an interesting demonstration of elementary economics. The demonstrators were two score card boys.

Just before the game, one of the boys came through the stands sell-

ing souvenir score cards. He almost made several sales, but each time, when he mentioned the price—fifty cents—the "prospects" developed sudden cases of astringency of the pocket-book. In a section of the stand seating possibly 1,000 people, the boy eventually sold three cards.

A few moments later another boy appeared. On his cap was a placard which announced "Score Cards—25 cents." This boy immediately did a brisk business, selling his whole stock of cards in a few minutes.

As the Schoolmaster said, it was a good demonstration of elementary economics. For this reason he related the incident to a somewhat hard-boiled gentleman in the retail trade.

"Yes, I suppose it was a good bit of classroom work," said the retailer. Then, as an afterthought, he added, "But say, did it occur to you that maybe those two boys were working together?"

\* \* \*

In reading the autobiography of John Barrymore, now running in the *Ladies' Home Journal*, the Schoolmaster came across an interesting bit of history which he knows will appeal at least to those members of the Class who have been connected with advertising for several decades.

Barrymore, who wanted to be an artist instead of an actor, but who never, according to his own confession, succeeded in getting more than \$5 for a drawing, was often driven to earning his living in strange ways. On one of these occasions he went to work for an up-and-coming manufacturer of shaving lotion.

He tells the story this way:

For this important concern I was, oddly enough, the testimonial getter. The job was given to me because I was the nephew of John Drew, and in our advertising there appeared this statement: "John Drew uses and endorses—." For this I once more got \$5, and I was told that for every testimonial I could get there would be another five.



## It's worth insuring

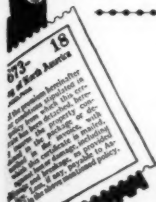
A PACKAGE that's worth sending is worth insuring. Wrap a North America Coupon with every package. It insures automatically, with no red tape or delay. The stub is your shipping record.

Mail the attached memorandum for information about North America Parcel Post Insurance, Coupon Books and rates.

# Insurance Company of North America

PHILADELPHIA

"The Oldest American Fire and Marine Insurance Company"



Insurance Company of North America  
Third and Walnut Streets  
Philadelphia, Pa., Dept. W 123

Name .....

Street .....

City ..... State.....

Wants information on Parcel Post Insurance

## EVENING HERALD

### The Largest Daily Circulation in the Entire West!

Sworn statement to the government shows:

Six months ending Sept. 30, 1925

**181,785**

—a gain of 7,505 over the same period of last year!

#### REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,  
6 North Michigan Ave., Chicago, Ill.  
H. W. Moloney, 604 Times Bldg., New York  
A. J. Norris Hill, 710 Hearst Bldg., San  
Francisco, Calif.

The Dominant Paper  
in the Lumber Field  
is the

**American Lumberman**

Est. 1873 CHICAGO, ILL. A.B.C.

## National Miller

Established 1895

A Monthly Business and Technical  
journal covering the Flour, Feed  
and Cereal Mils. The only A. B. C.  
and A. B. P. paper in the field.  
630 W. Jackson Blvd., Chicago

LOOK AT THE CHURCH  
Modern—Progressive—Active

It is buying big today.

FROM YOU?

### THE EXPOSITOR

The Ministers' Trade Journal since 1899  
710 Caxton Building, Cleveland, Ohio  
37 So. Wabash Chicago 17 West 42nd New York

When our preparation was put upon the market it was intended that it should be used only by men, but because there was a prospect that I might be able to get an endorsement from my sister, it was changed to a general face lotion. Ethel was away and I telegraphed her urgently. For many anxious days no reply was received and then this message came: "Dear Sirs: I received your—I can't remember the damned thing's name—but I think it's the best table water I ever drank."

While I was waiting for this reply I approached other celebrities. Nat Goodwin gave the company a serious testimonial and then sent me one personally: "I have used your ———. My lawyer will see you in the morning."

The ——— company did not last long, because the product cost fifty cents to make and thirty cents a bottle to sell. At this rate there could be no profit. When the company went out of existence I was once more confronted with "Where do we go from here?"

\* \* \*

What, wonders a member of the Class, do the much maligned butter and egg men of the country propose doing about their present crisis? Being kidded by experts ought to fret them. It has worried so many other groups. So far the butter and egg man has not committed the error, the unpardonable sin in the eyes of the cognoscenti, of assuming a sonorous and grandiose title. Nor has he fallen for the uplift idea that seeks to make professions out of honest trades, so far as the Schoolmaster knows.

The realtor has arrived by dint of persistence and a good many court injunctions. Even Sinclair Lewis could not stop him. We see the undertaker quietly slipping into the twilight zone and in his place emerges the mortician. Once there was a move to substitute "sanitary engineer" for plumber, but it didn't seem to hold the road any too well. Still, the "booterie" and the "shoppe" seem to be doing fairly well.

Perhaps the butter and egg men, who are a pretty solid and substantial segment of our yeomanry, could sidetrack the humorists by

## "GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

170 of a series showing effective coverage of national advertisers



## NATIONAL CARBON COMPANY, INC.

[Expenditures in 1924]

Newspaper Advertising

**\$340,000\***

Magazine Advertising

**\$346,780\*\***

National Carbon Company individuals who  
are readers of *Printers' Ink* and  
*Printers' Ink Monthly*.

NAME	TITLE	WEEKLY	MONTHLY
W. J. KNAPP	<i>Vice-President</i>	Yes	Yes
J. R. CRAWFORD	<i>General Sales Manager</i>	"	"
W. F. THATCHER	<i>General Advertising Mgr.</i>	"	"
E. G. CLEMENSON	<i>Asst. General Sales Mgr.</i>	"	"
C. C. MCLEAN	<i>Asst. General Sales Mgr.</i>	"	No
A. BROGGINI	<i>Advertising Department</i>	"	Yes
H. A. MACMULLAN	<i>Advertising Department</i>	"	"
H. M. WARREN	<i>Advertising Department</i>	"	"

\*Compiled by Bureau of Advertising of the American Newspaper Publishers Association.

\*\*Compiled by the Crowell Publishing Company

## M. J. COHN

Twenty-five years with  
**ARTEMAS WARD, Inc.**  
(Advertising)

has severed his connection as  
Associate Director

He is prepared to purchase all or part of a legitimate going business that can be enlarged through his experience in advertising and sales distribution.

Vanderbilt 1360  
565 Fifth Ave., New York City

## Exceptional Copy Writer

Open to join agency, publisher, mail-order house, or firm selling direct-to-consumer. Now advertising manager and member of firm. Good reasons for change.

His copy rings true and is successful. Specimens are available.

11 years' experience makes him master of direct-mail plans, copy, layout, illustrations; credits, collection, sales correspondence; executive control, production, cost accounting—and he's still learning.

University graduate. 33 years old. Married. Gentle. Full of energy that makes all work play to him.

A try-out fair to both sides is his suggestion—six months at nominal salary, then to be "fired" or paid what he's worth. Address "M." Box 27, care Printers' Ink.

## If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct by-mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "E." Box 23, care of Printers' Ink.

Get This Master  
Send 10 cts in stamps for the  
Master Chart for 1926  
on a daily unit basis, also  
free booklet describing  
26 standard chart forms. Address—Business  
Charting Institute, 1804 Tribune Tower, Chicago.

Over 2000 concerns use our forms to increase value of office records and save time making charts.

## for 1926

adopting a code of ethics and a wise-crack proof but pompous professional name. Oleo-ovarian engineer strikes the Schoolmaster as about right. Try and turn that into a vaudeville nifty.

\* \* \*

Every time the Schoolmaster does the shopping for his wife, which happens occasionally, he is impressed again with the great change which has come over store-keeping, especially chain store-keeping, in its relation to advertised goods. The Schoolmaster stood recently at the counter of his local Atlantic & Pacific Tea Company store having his bundle wrapped up. A woman walked in and to the "What's yours" of the clerk answered: "Do you have New Orleans molasses?" "Where do you keep the Brer Rabbit?" asked the younger clerk of his boss, and said to the woman: "That's the best New Orleans molasses."

Another woman, a moment later, asked for noodles. "We have Mueller's, do you want the broad or narrow ones?" was the reply. The same customer who wanted the noodles asked also for two packages of Fab, two of Chaso and three bars of small Ivory. A person not familiar with advertising names might have thought she was talking another language. No mention of soap, soap flakes or cereals any more. It is "Give me a package of Puffed Wheat, two Chasos, a Fab and three small Ivory."

Reduced to the mere matter of turning around, taking the funny hook out and yanking a package off the shelf, chain storekeeping owes much to national advertising. Saving of time, waiting on a great multitude of people quickly, speeding turnover and small profits made often are the chain stores' stock in trade. Every one of these things, including the new nomenclature which operates to accomplish the



## PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins  
in 137 cities and towns of Northern N.E.

THE KIMBALL SYSTEM  
LOWELL - MASS.

very thing the chain store depends upon for its success, is helped immeasurably by national advertising. Surely these two old rivals have come to be the closest friends and co-operators in the modern field of merchandising.

\* \* \*

The Schoolmaster wonders how many advertising managers and others who preside over the destinies of the dealer and his helps ever think of taking a "census of casualties," so to speak, on last season's campaign before going ahead on the things for the next season. In one way, of course, every advertising manager does precisely that on his important features—the things that cost money, such as the outside sign, the window display *piece de resistance*, and such. But the smaller features, the less expensive items sent to the dealer for use locally—why isn't it a good idea to keep a little notebook on each year's dealer helps and whenever a dealer writes in that a certain piece of newspaper copy pulled in an extraordinary manner, or when the advertising manager happens to be in a dealer's store and the proprietor says "that letter you got up for me sold its head off," to make an entry in the little notebook to that effect and keep that newspaper advertisement or letter on the staff another year?

Something like this must have happened in connection with a letter the Schoolmaster received from his florist about a year ago. It was a good letter and must have had the same effect on several others who received it as it had on the Schoolmaster, and caused them to buy flowers. For this year, along came the same identical letter, with absolutely no change in it except that enclosed with the

**! FREE LANCE** who has planned unusual ADVERTISING is in a position to accept two new accounts.

### Unique Advertising Thru Picturization

is what I specialize in and if you have window space or sell your product through displays the proof of work done will interest you. I create my own plans, roughs and supervise all procedure. Address "F," Box 32, care Printers' Ink.

### Wanted—

## PROMOTION MANAGER

**A**N exclusive magazine dealing editorially with fashion and society needs a promotion manager.

His qualifications must be unusual. They call for an understanding of the magazine and the ability to present its character and value to the advertiser.

He should be experienced, either in promotion work, or in preparing the advertising of quality merchandise.

Also, he should be a versatile writer and possess a flair for what is smart in text, illustration and typography. He should be able to interpret Paris and Fifth Avenue, if not to Main Street, then at least to Michigan Boulevard and Market Street.

Write fully and in confidence to "G," Box 33, Printers' Ink.

## The American Mercury

has an opening for a Competent Salesman for its advertising space to some of the large National Advertisers—

An extraordinary opportunity for the right man.

Address by letter for interview Sales Manager Advertising.

## The American Mercury

730 Fifth Avenue  
New York City

### Advertising Manager Suburban Real Estate

**G**OOD on visualization, layouts and copy for newspaper advertising and booklets; have natural taste and originality for window trim and outside signs; know how to dig out a story and capitalize it; in fact, be a natural promoter and department organizer with ideas and the ability to put them to use; real estate experience absolutely essential. \$5,000 a year at the start; samples of work required with application.

Address "Y," Box 176,  
care of Printers' Ink.

### "SALESMAN'S FRIGHT"

by Ray Giles

First of the Kellogg Pocket-Profit Books. Constructive selling philosophy. Inspirational. Helpful. Order enough copies for your entire sales force.

10 copies or more.....	25c per copy
50 " " " "	23c " "
100 " " " "	22c " "
500 " " " "	20c " "
1000 " " " "	18c " "

(Examination copy, 25c, postpaid)

**KELLOGG PUBLISHING COMPANY**  
Springfield Massachusetts



**Howell  
Cuts**  
for houseorgan  
direct mail and  
ask for proofs other advertising  
Charles E. Howell, Flisk Building, New York

letter was a plain slip of paper upon which the following words were typed: "The enclosed letter was written by me for Thanksgiving, 1924, and resulted in so many telephone calls and letters commenting favorably, that I deemed it advisable to repeat the letter this year."

The fact that the letter has to do with Thanksgiving is of no importance, for any other day or season may be used, like Christmas or Easter, without making the letter any less effective. The way the letter was repeated struck the Schoolmaster as being admirable, and the interesting thing is that it worked just as effectually as it did the first time. Here's the letter:

One never hears the clock tick in his own room.

If you stop and listen for it the tick is clear, distinct and regular, and you wonder how the ear could ever miss it, yet constant association with that tick makes it noiseless—you never hear it. You can drive by Columbus Circle every day in the year without consciously recalling the fact that it was so named to perpetuate the memory of Christopher Columbus.

Likewise with "Thanksgiving."

Thanksgiving has become to many of us just one of a dozen holidays—a glorious holiday, to be sure, with its turkey and cranberry sauce and the rest of the "fixin's"—but in the main we think of it as a day's vacation.

Thanksgiving Day was set aside for—"thanksgiving." It is the one day in the year when we should express the sincerity of our appreciation and give thanks—give it so that we know it, feel it, and think it.

If you really stop to think of it, you can hear that clock tick, just as your memory can "hear" the "tick" of those whom you would like to remember on Thanksgiving. "Remember them with flowers."

### K. W. Kessler Joins Columbus Realtors

Karl W. Kessler, formerly vice-president and advertising manager of George Ricaby, Inc., has been made vice-president of the Pavey-Johnson Company, Columbus, Ohio, realtor.

## Multigraph Ribbons Re-inked

**Our** *QUART-FYD*

Send 2 Ribbons  
to be Re-inked  
at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

**W. Scott Ingram, Inc.**

Dept. B. 67 West Broadway, New York City

## Salt Lake City Advertising Fund Raised

The Commercial Club of the Chamber of Commerce of Salt Lake City has succeeded in raising the \$75,000 necessary for its 1926 advertising campaign. The number of contributors to the fund numbered about 30 per cent more than last year, the total number of subscribers exceeding 9,000.

Commercial organizations of the State have been invited to submit suggestions and pictures for the campaign. While Salt Lake City will be featured in the campaign, an effort will be made to include other things of note in the State of Utah.

## Made Canadian Advertising Manager for Victor

Edgar G. Herrmann, recently assistant manager of the advertising department of the Victor Talking Machine Company, Camden, N. J., has been appointed advertising manager of the Victor Talking Machine Company of Canada, Limited, Montreal.

## Quaker Oats Company Buys Aunt Jemima Mills

The Quaker Oats Company, Chicago, has purchased the Aunt Jemima Mills Company, St. Joseph, Mo., maker of Aunt Jemima pancake flour, Golden Sheaf and Royal No. 10 brands of flour. The Aunt Jemima business will be conducted as a separate unit.

## M. M. Lord Joins Chicago "Evening American"

M. M. Lord, formerly publisher of the Syracuse, N. Y., *Telegram and Sunday American*, has joined the administrative staff of the Chicago *Evening American*. He will be associated with William Holmes, business manager.

## Has Carter's Ink Account

The Carter's Ink Co., Cambridge, Mass., has appointed the Daniel E. Paris Agency, Boston, to direct its advertising account.

## This Is Open

We require an account executive, an experienced agency man who knows merchandising, has planning ability and can really write copy. Tell us your record, your salary, and, if possible, send photograph.

**The John S. King Co.**  
Cleveland, Ohio

## Wanted By a New York Advertising Agency

—not a finished advertising man, but one with whom we can finish the job. He should be a good writer, good thinker, good worker. He should be fairly well on the road to being an executive. We want him to assist one of our officers in copy, contact and planning. He must work our way and be capable of shortly assuming responsibility for handling accounts. Naturally, our requirements presuppose the proper experience, mentality and personality. The man must be ripe. We will make a fair investment in the man that measures up.

Address "X," Box 177, P. I.

## Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

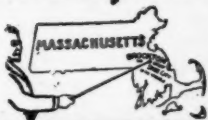
# Brockton Daily Enterprise

## Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



## Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

#### TEXAS SALES REPRESENTATIVE

If you are seeking a conscientious sales representative in Texas who will render exceptional service, please write Post-office Box 421, Dallas, Texas. Age 33, can manage branch, train and direct efforts of sales force. Available January 1st. Box 544, Printers' Ink.

## PRINTING EXECUTIVE

If you have had ten or more years' experience you can secure an interest in a company with a national reputation, doing high grade work. Well equipped plant located in large Eastern City. At least \$25,000 required. Box 546, Printers' Ink.

### Your Opportunity To Procure

Printers', Bookbinders' and Box Makers' reconditioned machinery at exceptional bargain prices, and upon most liberal terms. Our present stock contains 40 cylinder presses, over 100 job presses (various makes, all sizes) automatic presses, 30 paper cutters, from 16 to 65 inches, folding machines, wire stitchers, perforators, punching machines, standing presses, cutting and creasing presses, box making and miscellaneous machines. Must be sold regardless of cost. Send for revised list. Conner Fendler Branch,—A. T. F. Co., Ninety-six Beekman Street, New York City.

### Printing Machinery and Supplies

New and Pre-Used  
Printers' Complete Outfitters  
Conner, Fendler & Co., New York City

### HELP WANTED

**Salesman.** Display novelties for national advertisers, including new inexpensive unbreakable pictorial relief sign. Commission or, if ability warrants, partnership without investment. Artad, 149 W 23.

**ARTIST**—Studio in Detroit wants a creative man capable of laying out clever booklets, catalogs and direct mail. Prefer a man with executive ability. State experience and salary wanted in the first letter. Address Box 551, P. I.

**A REAL JOB FOR A STENOGRAPHER** who is a post-graduate in Stenography and who can take charge of membership records, mailing lists, etc., and be a real assistant to the financing executive of this organization. The salary is \$35, or a bit more, to a superior woman (or young man) who can prove it. Apply by letter only. Address: H. J. Kenner, The Better Business Bureau of New York City, 280 Broadway.

**Advertising Solicitor.** If you are between 25 and 30 years of age and have had three or four years' advertising agency experience and would like to sell space in a magazine having an exclusive field, write us, giving full details regarding your education and business experience.

Give us the names also of several men whom we will be likely to know, who can speak for you both as to character, ability and willingness to study.

Address Advertising Manager, The Farmer's Wife, St. Paul, Minnesota.

## Copy and Plan

Danielson & Son, a well-established New England advertising agency, require a high-grade man in their copy and plan department.

A broad, general knowledge of advertising appeal plus an acceptable personality is necessary.

Make first approach in writing, please.

### DANIELSON & SON

Advertising Counsel, Preparation, Placing and Merchandising Service  
PROVIDENCE, R. I.

"ESTIM  
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### Age

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**"ESTIMATOR,"** capable handling all phases book work, wanted by large book manufacturing concern. Permanent position, good salary. Write giving full experience and qualifications. Box 562, Printers' Ink.

#### SALESMEN

The manufacturers of Whiz, nationally advertised auto chemical products sold direct to the dealer, have openings for sales representatives in various parts of the country. If you have had selling experience and are willing to work hard, we have a splendid opportunity where loyalty and effort is adequately compensated by a growing organization that is expanding into new markets and who will select their executives from men already in their employ. In answering, give full particulars as to experience, qualifications, sending photograph with application, endorsing on back when taken. Address Sales Personnel Dept., The R. M. Hollingshead Co., Camden, N. J.

### Agency Wants Man

Here's a real opportunity for a young man, around 30 yrs., who can produce selling copy and sell direct-mail, curtain, program and slide advertising. Who can produce, and is responsible to the Nth degree; and who can make good on outside selling, or work on production inside, when necessary. A man who is willing to start on a reasonable salary, who isn't afraid to prove himself and build his way up with everything in his favor, and have every form of cooperation of the leading agency in a Western city of 45,000, and the largest in the State. Estab. 1917. Enclose recent photo. Box 548, Printers' Ink.

#### MISCELLANEOUS

Wanted to buy set of wire shelving to hold checking copies, magazines, newspapers and trade papers. State lowest price and length of sections. Box 543, care Printers' Ink.

To an all-around figure artist I can offer pleasant studio space in the Metropolitan Tower at a reasonable rental. I can also give him some work. Box 550, care of Printers' Ink.

### Acme Coin Mailers

Made in 12 styles. Large advertising space. Holds money securely. Dodd Printing Co., Fort Madison, Iowa.

#### POSITIONS WANTED

**YOUNG MAN** experienced in preparing advertising copy and layouts, booklets, etc. Good character, appearance, personality. References. Box 547, care of Printers' Ink.

**Mr. Business Man.** The services of a direct mail executive are at your disposal. Capable correspondent. Thoroughly equipped to handle your advertising and correspondence depts. Box 560, P. I.

### Free Lance Artist

Hand Lettering, Figures and Posters. Over 7 years' experience, would like 1 or 2 more accounts. Box 561, P. I.

**Visualizer**—designs artistic layouts—seeks connection with publisher, printer, agency. Practical copy ideas, can interest advertisers, middle age, very reasonable terms. Box 556, Printers' Ink.

Young man (24) desires opportunity to grow with responsible advertising concern or dept. Some experience. Starting salary secondary to possibilities. Reliable references. Available Jan. 1. Box 559, P. I.

**Artist, Visualizer for printer or manufacturer.** Direct mail, broadsides, folders, house-organs, display cards, etc. with a woman's viewpoint. Whole or part time. Will show samples. Box 557, P. I.

**Successful advertising sales representative** leaves on January 3 for the major cities of the country and is in a position to represent one other company either in field organization work or as sales representative. Box 542, P. I.

#### Thoroughly Experienced ADVERTISING SOLICITOR

Who can show exceptionally successful record seeks connection as advertising manager or exclusive representative of established publication. Box 549, P. I.

**To some printer who already operates a direct-mail service department or to one who would be interested in the establishing of a department of this kind,** I can bring ten years' experience in this work. A real producer, not afraid of hard work. Address Box 553, Printers' Ink.

**Sales or Advertising Manager or a combination of both,** with fifteen years' experience as executive is looking for a position. Experience includes the handling of salesmen, writing and planning both newspaper and direct-mail publicity. If interested, address Box 554, P. I.

#### Do You Need a Cub Salesman

who has had four years of well-balanced advertising experience, who is at present employed and is earning a fair salary, but who is "just rarin' to go" into the soliciting force of a reputable magazine or newspaper agency? Box 545, P. I.

**Advertising salesman and executive** Newspaper and magazine experience achieved successful record in developing men, writes good copy, capable of analyzing and planning promotion, retail or national campaigns. Forty years old, married, absolutely sober and reliable, endorsements from important publishers. Box 555, Printers' Ink.

**Executive with over fifteen years of experience** as sales correspondent, house-organ editor, advertising manager and trade association executive is looking for a position where brains and common sense are required. Good organizer and systematizer. Knows production, cost and accounting. Who can use me? Address Box 552, care Printers' Ink.

### Wish More Circulation?

**Circulation Manager** of proven ability on trade, technical and business publications. Can give you part or full time on a salary or commission basis. Take full charge, or work with your present subscription department. Plan campaigns and build permanent sales organization. Produce results. Box 558, Printers' Ink.

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—“why are you so interested in the smaller details of our business? We'd rather have you keep the outside viewpoint—not get so close you may lose all perspective.”

¶ *Somehow the man actually in the scrimmage seems more essential to us than the cheer leader on the side lines. He may not look as pretty, but probably contributes a lot more to the team's success—and to do so must know the plays and signals.*

¶ *It is our business to help win the game. And we've found we're more useful in the line-up than in the cheering section.*

## FOX & MACKENZIE *Advertising*



*1214 Locust St., Philadelphia*

## If it's buying ACTION you are after Mr. Food Advertiser

**H**OW many brand names of food products that were advertised in last night's newspaper do you remember this morning? If you, who are interested in food advertising, find it hard to name even two products, is it reasonable to expect the housewife to do as well?

After all the day's marketing is done, after the pot is boiling in the kitchen, the evening paper arrives.

To pay out, a food advertisement in the evening paper must hurdle the evening's entertainment, keep alive through a long night when sleep blots out all thoughts of the day, then compete with the food advertising in the morning's newspaper, and still have strength enough left to change buying habits several hours later.

None of these handicaps exists when you get your story before the housewife in the morning. She is puzzling over the day's fare and is receptive to suggestions. In a few minutes she will phone or visit her grocer.

What are the facts in Chicago? Let's study the leading morning newspaper. Make The Chicago Tribune prove its case. In the first place, it leads all other Chicago papers in home-delivered circulation. Second, it has an unrivaled staff of women who conduct special departments for women.

In response to a little daily talk on fashions about 150,000 dress patterns were bought by women last year. That figure is almost a fourth of the daily Tribune circulation. More than 100,000 additional letters were received from women by Sally Joy Brown, Antoinette Donnelly, and other Tribune feature writers.

Such interest suggests that The Tribune should be a powerful buying influence among women. Is it, in fact?

Ask Chas. A. Stevens & Bros., the world's largest apparel re-

tailers catering exclusively to women. For years they have bought more space in The Tribune than in all other Chicago newspapers put together. In 1924 they used in The Tribune more than twice the number of agate lines used in the other five papers combined.

Ask the food producer. Kellogg Food Products Company is an outstanding success. 19% of their total business comes from the Chicago territory. They advertise in a thousand newspapers, and in no newspaper do they spend as much as in The Chicago Tribune.

Postum Cereal Company sells more than a million packages of Post Health Products in the Chicago territory every week. They use more lines of advertising in The Chicago Tribune than in any other publication in this market.

Ask the food retailer. Pick the one whose selling problem is most difficult. Tebbetts & Garland must not only sell foods, but get women to go down town to buy them. This conspicuously successful food store advertises in morning newspapers exclusively and invests the largest share of its appropriation in The Chicago Tribune.

If this single store, where daily sales check the pulling power of advertising, finds The Tribune the best medium, certainly here is the proof that it will pay out best for the manufacturer who sells through grocers the city over.

If it's buying ACTION you are after in Chicago, Mr. Food Advertiser, The Tribune will get it for you. A Tribune man will gladly answer your request for the rest of the story.

# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Over 680,000 on Week Days and Over 1,000,000 on Sundays